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The **SKIER**

Market
in
Northeast
North
America

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U.S. DEPARTMENT OF COMMERCE/Area Redevelopment Administration

THE SKIER MARKET - NORTHEAST NORTH AMERICA

A Market Research Study

A Technical Assistance Project

Prepared under ARA Contract Cc 5988 by

Sno-Engineering Inc., Franconia, N. H.



U. S. DEPARTMENT OF COMMERCE
Area Redevelopment Administration

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FOREWORD

This skier market research is designed to aid in making decisions concerning the economic feasibility of proposed ski developments in the Northeastern United States. While the scope of the study may leave many questions unanswered, it is believed that prior to this study no reliable quantitative data concerning this market existed and all available descriptive data were subject to special bias.

This study was accomplished by professional consultants under contract to the Area Redevelopment Administration. While ARA can assume no responsibility for the statements and conclusions made in this study, it believes that the information it contains may be useful to ski-oriented communities engaged in economic development and redevelopment, as well as other sectors of the economy engaged directly or indirectly in winter sports.

William L. Batt, Jr., Administrator
Area Redevelopment Administration

SYNOPSIS

"THE SKIER MARKET - NORTHEAST NORTH AMERICA"

The objectives of this study were:

- 1) To determine the size of the skier market.
- 2) To determine the short term growth trend of the skier market.
- 3) To determine selected preferences, habits and socio-economic characteristics of the skier market.

A summary of the findings of this study are:

- 1) There are approximately 447,600 skiers in this skier market.
- 2) 19.5% or some 87,000 skiers were skiing for the first time in 1962-63. 59.6% or some 267,000 skiers have skied less than five years.
- 3) The number of skiers comprising the market have grown at some rate not in excess of 16.7% annually.
- 4) 36.7% of the market reside in the Connecticut, Southeast New York State, and New Jersey and Eastern Pennsylvania "Megalopolis".

17.4% of the market reside in the Eastern Massachusetts and Rhode Island metropolitan region.

11.1% of the market reside in the Montreal metropolitan region.

- 5) Skiers participate an average of 12.7 days annually.

62.6% of skiers over age 23 are college graduates.

The median age of skiers is 24.7 years.

The median income of skiers (except students) is \$8,550.

67.6% of skiers belong to family groups where 2 or more members ski.

39.2% of skiers took a ski vacation during the 1962-63 ski season.

These vacation skiers spent an average of \$16.78 per skier-day for an average of 6.2 days of vacation skiing each.

50.7% of skiers usually stay overnight when on a ski trip.

31.2% of skiers ski an average of 13.5 mid-week days annually.

6) There were approximately 7,920,000 skier-days of skiing accomplished by these 447,600 skiers during the 1962-63 season.

1,090,000 days by vacation skiers.

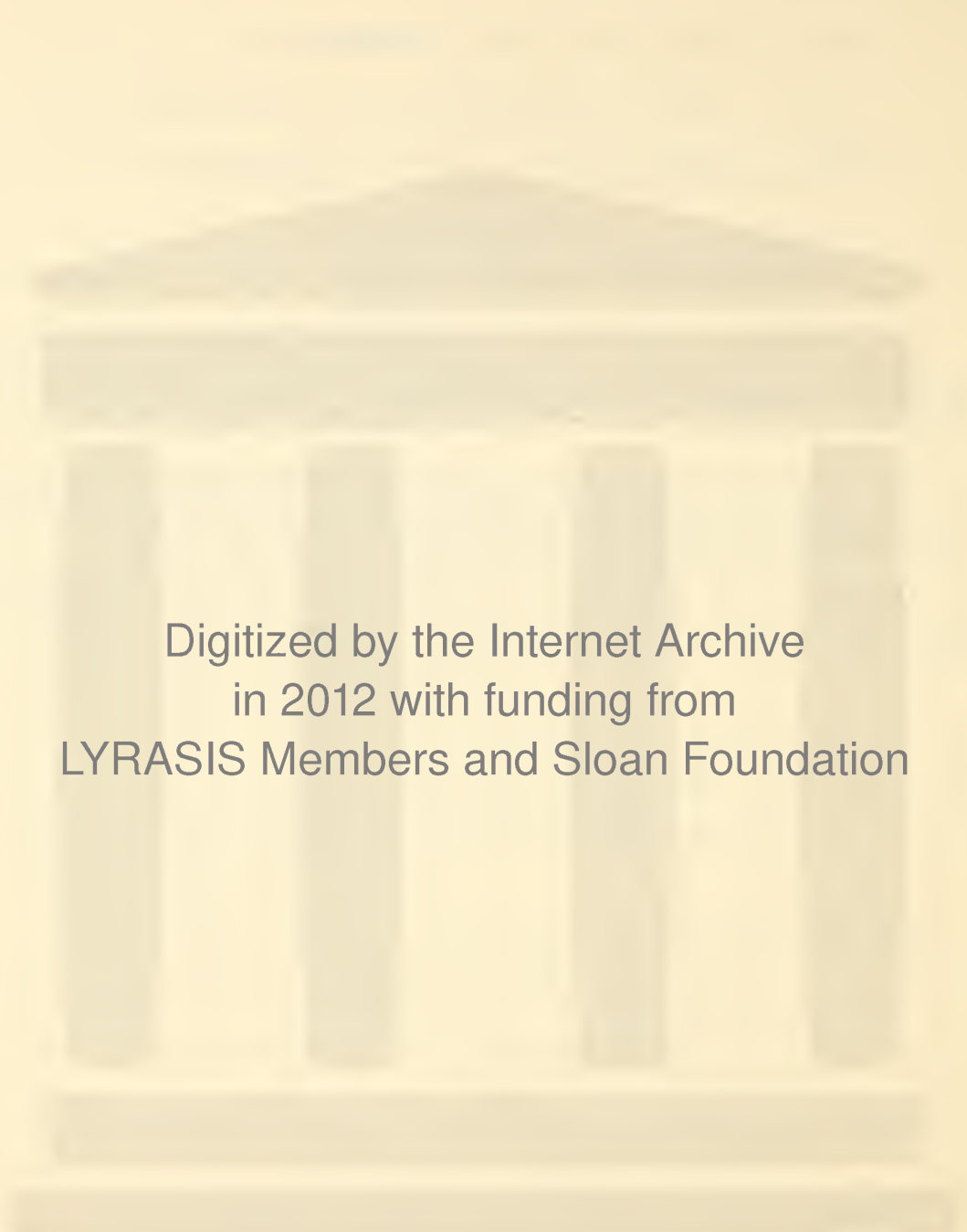
4,950,000 days by weekend skiers.

1,880,000 days by mid-week skiers.

Use of the data depends mainly upon the nature and location of the particular recreation site to be evaluated. However, two general conclusions concerning the overall skier market have been drawn:

(1) There is need for additional ski facilities designed and located to meet the present demand for weekend and holiday skiing. The Quantitative Analysis (Section V) shows demand is 122% of supply.

(2) There is at present an over-capacity of facilities designed and operated to cater to vacationing skiers. Demand is 31% of supply.



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THE SKIER MARKET - NORTHEAST NORTH AMERICA

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THE SKIER MARKET - NORTHEAST NORTH AMERICA

The vacation-travel and recreation sector of the economy of Northern New England and the mountainous regions of West Virginia, Pennsylvania, and New York is assuming tremendous importance. The relatively new sport of skiing is the major winter activity drawing tourists to these sections of Northeast North America. Many communities depend upon skiers for their livelihood.

At the same time selected pockets of substantial and persistent unemployment exist. Generally unemployment is highest during the winter months.

With these facts in mind, this study was undertaken as a Technical Assistance Project for the Area Redevelopment Administration, United States Department of Commerce. The expressed purpose was to gather market data for the purpose of establishing criteria with which to evaluate the economic potential for development or expansion of winter recreation facilities in redevelopment areas. The research is designed for use by the Area Redevelopment Administration and such others (possibly with ARA financial assistance) as entrepreneurs, investors, bankers, industry groups and other governmental bodies in evaluating the economic feasibility of proposed ski developments and expansions. It was financed largely through ARA's Technical Assistance Program, although a small part of the study's total cost was contributed by The State of New Hampshire, Department of Resources and Economic Development; The New York State Joint Legislative Committee on Winter Tourists; The United States Eastern Amateur Ski Association; and the Eastern Ski Area Operators Association. Assistance in the form of official endorsement was received by The State of Maine Department of Economic Development and The New England Council.

The business of providing winter recreation (mainly skiing) for an increasingly active population has grown without much overall guidance. From 1952 to 1961, uphill ski lift capacity in New England grew at a fantastic annual rate of 21%.* As a consequence, while providing facilities for winter recreation has become a leading industry in many mountain locales, no objective measure or description of the market existed.

"The Skier Market - Northeast North America" was conceived to provide this measure. It is the hope of both the Area Redevelopment Administration and the researcher, Sno-engineering, Inc. that data presented on the following pages will guide potential recreational investors to sound financial decisions; aid in determining proper land use; and be incorporated into state and local development planning. Such use will ultimately help a large and important new industry toward stable growth.

The Area Redevelopment Administration is not responsible for the accuracy of the information contained in this report nor does it necessarily endorse any opinions, conclusions, or recommendations which may be a part thereof. The findings, conclusions and recommendations contained herein are the sole responsibility of Sno-engineering, Inc. in its capacity as consultant to The Area Redevelopment Administration.

*1 Special Summary, Capacity of Major Ski Lifts in New England and Eastern America, Winter 1960-61 Research Division, New Hampshire State Planning and Development Commission.

I

OBJECTIVES

It is the objective of this report to gather quantitative and qualitative market data to determine the extent, nature, and potential of the skier market in Northeast North America.

The specific objectives are:

- 1) To determine the size of the skier market within acceptable statistical limits.
- 2) To determine the short term growth trend of this market.
- 3) To determine the habits, selected preferences, geographical distribution, and vital statistics of this market.

II

APPROACH

To determine size, short of a census, it becomes necessary to measure the relationship between skiers and some known common denominator. Totaling skier-days (one skier skiing one day) is a commonly used measure and a useful tool in evaluating need for new and/or expanded facilities. This measure is used in the west where a majority of ski areas are located on U.S. Forest Service land. No comparable common denominator exists in the east where skiing is done mainly on private land. Other possible common denominators include (A) Membership in skiing organizations, (B) Subscriptions to skiing publications, (C) Ownership of registered equipment. Use of these common denominators plus the need to describe the market required a consumer survey.

A two stage study was conducted. The first stage was a personal interview. Skiers were selected in a systematic fashion from lines waiting to board a ski lift. The lines to be sampled were selected by essentially random techniques. The second stage involved use of a mail questionnaire. A 10% sub-sample of the skiers participating in the first stage were asked for more detailed information concerning their habits, preferences, and socio-economic characteristics.

There are three samples each with different degrees of statistical accuracy.

- 1) Main sample: 19,903 interviews
Data on size, new skiers, frequency of participation, and approximate age is compiled using this large sample.
- 2) Sub-sample: 1,710 interviews
Data on geographical distribution for both total and regional markets was compiled using this medium sample. These 1,710 skiers were mailed the detailed questionnaire.
- 3) Response-sample: 951 returned questionnaires
All data on habits, makeup and preferences is compiled from this smallest sample.

Statistical confidence limits for each sample at various percentages are shown in the Appendix, B (Calculations).

Findings are presented in terms of both skiers and skier-days. The data as collected is weighted by skiers according to their frequency of participation, as the more often a person skied the greater their chances of selection. This unadjusted data describes the market in terms of skier-days. An adjustment is necessary to measure and describe skiers.

Adjustment is accomplished by unweighting the data according to each skier's reported frequency of participation. Skiers were asked "Approximately how many days do you usually ski each season?" Answers were recorded in seven categories and adjustment made by multiplying each answer by the reciprocal of the class mid-point as shown in the Appendix, B (Calculations).

III

FINDINGS

A

SIZE

There are approximately 447,600 skiers who participated at ski areas in Northeast North America during the winter of 1962-63.

1) Method

Market size is based upon the sample proportion of skiers holding membership in the United States Eastern Amateur Ski Association. Skiers claiming membership accounted for 10.3% of the skier-days of skiing done. 5.60% of skiers claim membership.

a. Step one: 19,903 skiers were asked if they held membership in the U.S.E.A.S.A.

b. Step two: 2,057 of these skiers answered "yes" (10.33%).

c. Step three: Data was unweighted to adjust for the disproportionate skier sample arising from the varying frequency of participation (See method under "Approach"). Adjusted figures show 5.60% of the skiers claim membership. Separate tabulation shows USEASA members report skiing an average of 23.5 days annually while all skiers report skiing 12.7 days annually.

d. Step four: A weighted average membership in the USEASA was computed by weighing recorded membership by percent of the sample collected during the period. (See appendix for details.) Weighted average 1962-63 membership in the USEASA was 25,063.

e. Step five: If 5.60% of the total market belongs to the USEASA, and if the weighted average membership of USEASA is 25,063, then the total market size is 447,570.

2) Errors

a. Statistical: There is a 95% probability that the true market size is between 423,000 skiers and 475,000 skiers.

b. Non-sampling: The statistical accuracy of the above computation assumes that all data is correct. This is not so, as there are non-statistical errors which introduce a bias. As the study progressed, certain membership data was checked by verifying names collected in the field through the USEASA office file. In addition, skiers participating in Phase II of the research were again asked for USEASA membership and these responses were checked against the original replies, and the files.

Of the 2,057 claiming USEASA membership, during the field interview, 410 names were recorded. 284 were verified. 24 were determined incorrect when membership later was denied on the mail questionnaire and the name

could not be found in the USEASA files. In addition 102 non-verified names are in question. Finally 12 additional skiers not recorded as members during the field interview, claimed membership on the questionnaires and were verified as belonging prior to the date they were field interviewed.

No statistical measure of this error would be meaningful since the 126 non-verified names were from a sample of 410 while the 12 offsetting gains were from a sample of 121 members returning the questionnaire. At best it can be said that response error to the USEASA membership question most probably has the effect of understating the total market by providing a higher than actual sample percentage membership.

Selection biases must also be recognized. The harder skier, the one skiing faster and taking fewer breaks had a greater chance for selection since he/she appeared in the line more often. This skier is more likely to be a USEASA member and as such will bias the total market estimate by understating size.

c. Errors, Summary: Responses and selection errors overshadow statistical errors. These non-sampling errors have the effect of overstating the percentage membership, thus understating the market size.

3) Size Check

Size data was checked by an alternate method. All 19,903 interviewed skiers were asked, "Do you subscribe to 'SKI' magazine?" and "Do you subscribe to 'SKIING' magazine?" Interviewers were instructed to record only skiers who held current subscriptions in their names.

The results were rather inconclusive due to the difficulty in communicating the exact meaning of the question. For instance, a large number of children answered "YES" to the subscription question and it is not logical to assume that they held subscriptions in their name. Also, many families may have subscriptions in either the male or female name or a family name and duplication can occur. Further, no checks on the accuracy of responses were made. Therefore, the researcher is not certain whether data gathered represents just subscribers or readers also. In fact it may represent some of both groups depending upon the ability of individual interviewers to communicate.

The following analysis is presented as a check on the reasonableness of the size findings as computed by USEASA membership percentage.

Check using "SKI" subscription data:

Figures are shown using two assumptions and represent logical upper and lower limits to the size of the skier market.

Assumption 1 - All "YES" respondents are current subscribers to "SKI" magazine.

Findings - Subscribers are 12.8% of total market. Total market is 252,000 skiers.

Assumption 2 - All "YES" respondents are current readers of "SKI" magazine.

Findings - Readers are 12.8% of total market. Using readership per subscription data, subscribers are 6.1% of total market. Total market is 528,000 skiers.

Technical note:

The above figures were developed as follows:

Assumption 1 - All "YES" respondents are subscribers.

Step 1) All data was unweighted to convert skier-days to skiers. (See method under "Approach")

Step 2) Canadian data was subtracted since no subscription breakdown in Canada was available.

Step 3) Adjusted figures show 12.8% of the skiers claimed to hold subscriptions. Separate tabulation shows these skiers report skiing an average of 22.3 days annually as compared to the overall market average of 12.7 days annually.

Step 4) Average winter subscription circulation of "SKI"* over the described market area was 32,205.

Step 5) Thus, if 12.8% of the market is 32,205, then the total Northeast U. S. market is 251,585.

Assumption 2 - All "YES" respondents are readers.

The first four steps are the same.

Step 5) Of 16,655 interviewed skiers 12.8% reported reading "SKI". 12.8% is 2,130 readers.

Step 6) Data was adjusted using figures obtained from a recent survey conducted by "SKI" magazine** which shows 82.6% of the subscriptions were sent to households with an average of 2.7 skiers per household. Only 17.4% went to one skier residences.

Step 7) The 2,130 readers, as computed, were adjusted to 1,023 subscribers as follows:

$$\begin{array}{rcl} 17.4\% \text{ of } 2,130 & = & 371 \\ (82.6\% \text{ of } 2,130) + 2.7 & = & \frac{652}{1,023} \end{array}$$

Step 8) 1,023 subscribers is 6.1% of 16,655 interviewed skiers.

*2 ABC Audit Data for November 1962 edition, adjusted percentagewise for February 1 and April 1 circulation.

**3 "An Independent Reader Study of 'SKI' Magazine's Audience" by Dr. Kenneth Davis, Marketing Consultant. P.8

Step 9) Thus, if 6.1% of the market is 32,205, then the total Northeast U. S. market is 527,951.

Check using "SKIING" subscription data:

A similar check was made assuming that all skiers answering "YES" to the subscription question for "SKIING" magazine were in fact subscribers.

Findings - Subscribers are 4.4% of the total market. Total market is 325,000 skiers.

Technical note:

Step 1) All data was unweighted.

Step 2) Canadian data was subtracted.

Step 3) Adjusted figures show 4.36% of skiers claimed to hold subscriptions. Separate tabulation shows these skiers report skiing 22.6 days annually.

Step 4) Average winter subscription circulation of "SKIING"* over the described market area was 14,758.

Step 5) Thus, if 4.36% of the market is 14,758, then the total Northeast U. S. market is 324,676.

Summary - Size Checks:

Market size for the Northeast U. S. market only is calculated at 386,288. (See appendix for details.) Size checks from subscription data thus show:

	<u>NEUS Skier Market</u>
1) As determined by percent of USEASA	386,000
2) As determined by percent of "SKI" <u>subscribers</u>	252,000
3) As determined by percent of "SKI" <u>readers</u>	528,000
4) As determined by percent of "SKIING" subscribers	325,000

Editors note: The skier market size described in this section and in the appendix does not include all persons who have ever skied or even those who skied during 1962. It includes only those skiers who skied often enough and hard enough to have significant commercial worth during 1962.

*4 ABC Audit Data for November 1962 edition, adjusted percentagewise for February 1 and April 1 circulation.

B

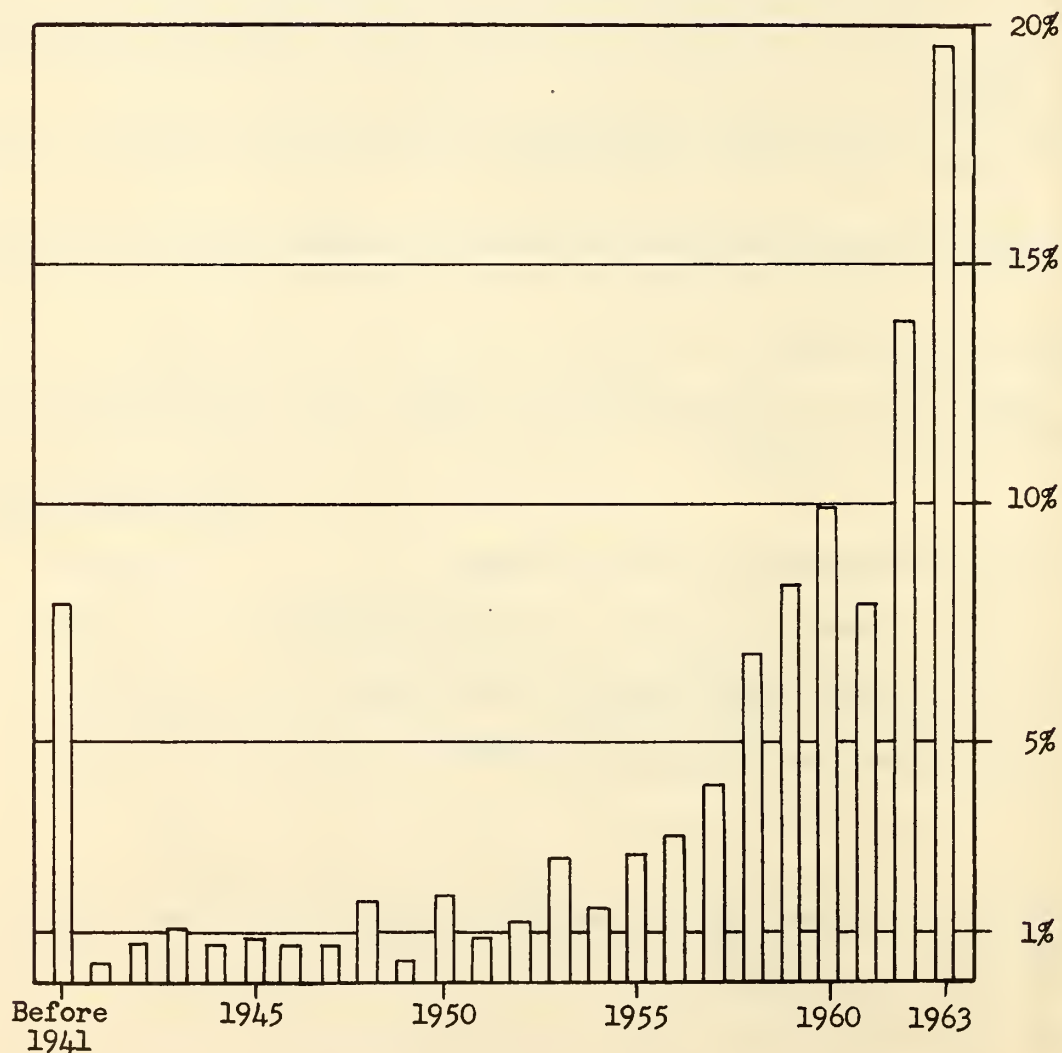
NEW SKIERS

"What year did you first take up skiing?"

19.5% of the 1962-63 skier market, or some 87,000 skiers were skiing for the first time.

59.6% of the 1962-63 skier market, or some 267,000 skiers have been skiing less than five seasons.

YEAR SKIERS FIRST SKIED - 1962-63 SKIER MARKET



(The above chart shows the 1962-63 skier market in terms of seasons skied. The data can not be considered net growth since no measure has been made of the number of former skiers ceasing to participate.)

NEW SKIERS BY AGE GROUPS:

Analysis of two age groups shows skiing attracting persons beyond the typical learning age.

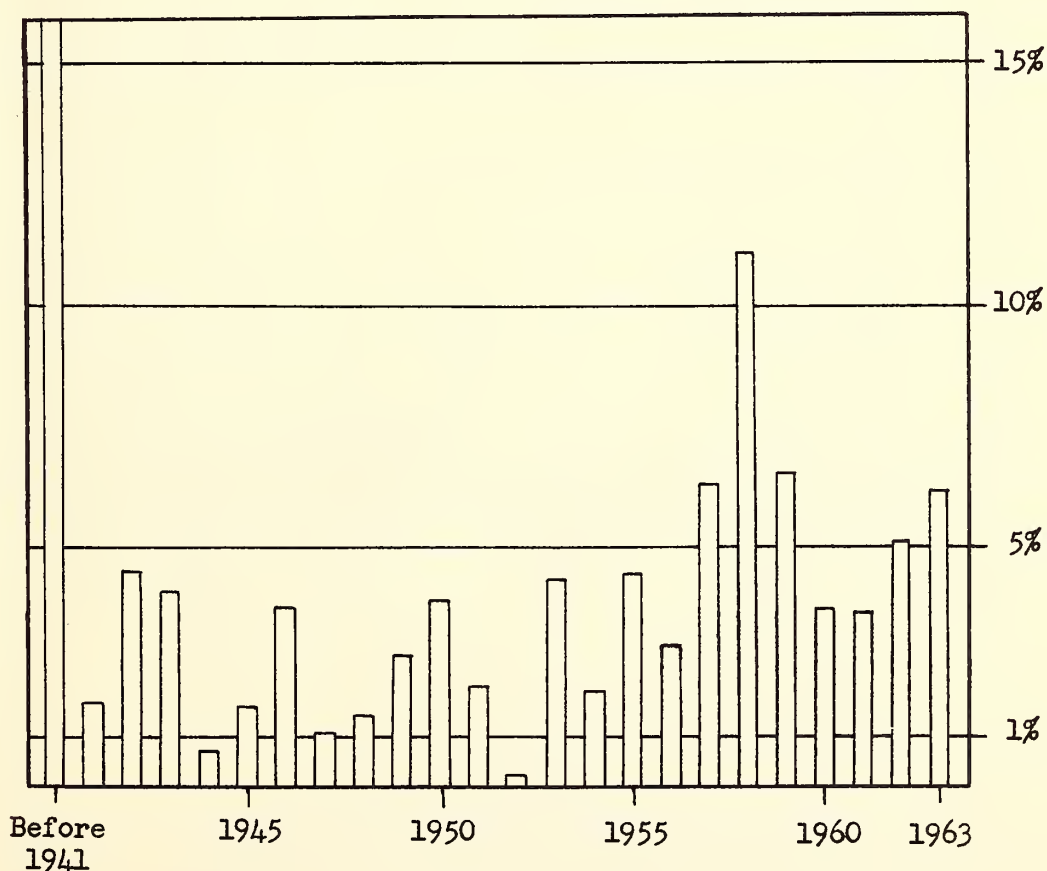
56.0% of the 31-40 age group did not begin to ski until after they were 20 years old.

36.1% took up the sport after they passed 25 years of age.

40.9% of the 23-30 age group have started skiing after age 20.

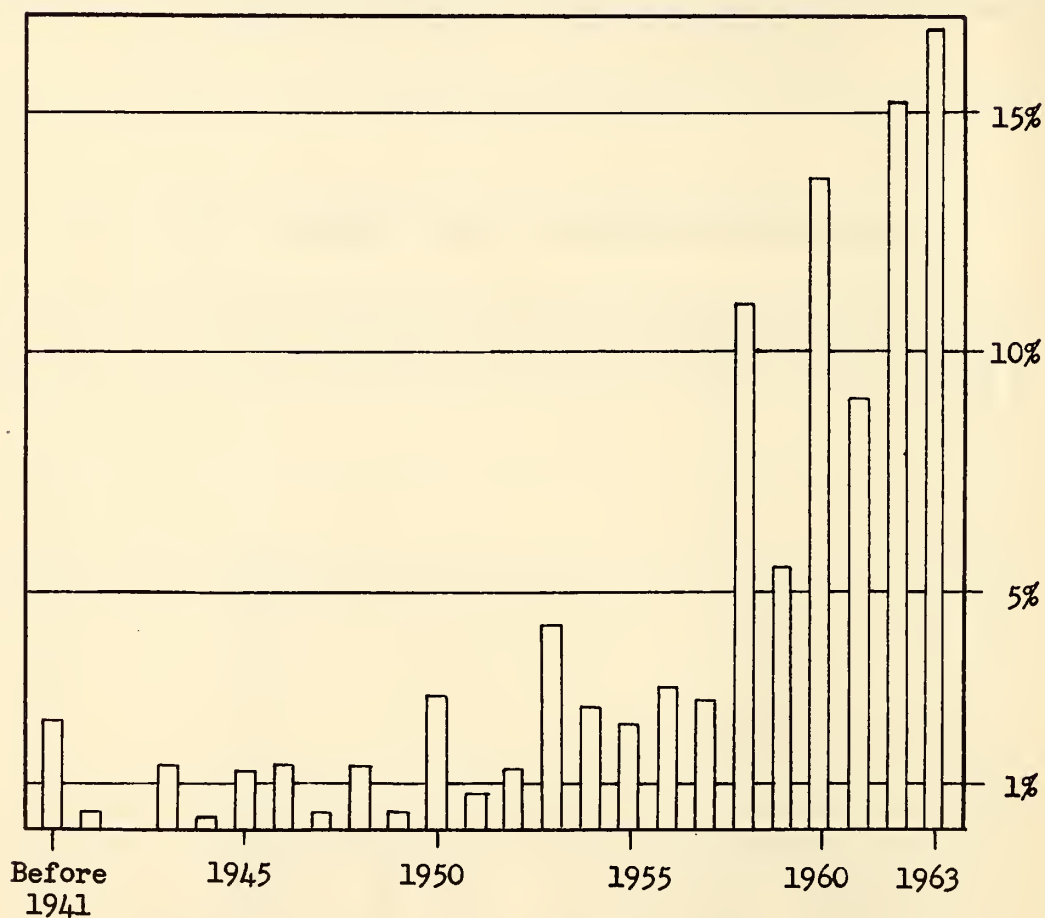
A sub-sample of 202 skiers, between 31 and 40 years of age, responding to the mail questionnaire, brought the following results for year skier first skied.

YEAR SKIER FIRST SKIED - 1962-63 SKIERS: AGE 31 - 40



A sub-sample of 220 skiers between 23 and 30 years of age, responding to the mail questionnaire, showed the following tendencies.

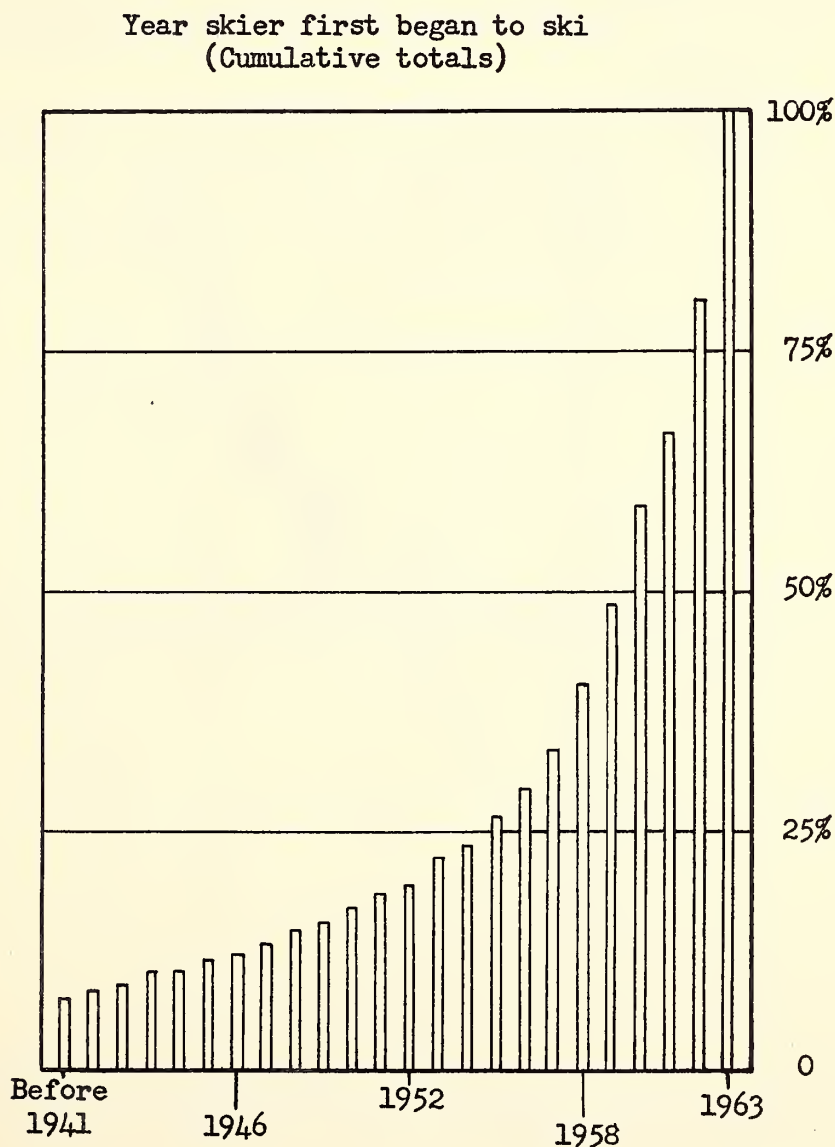
YEAR SKIER FIRST SKIED - 1962-63 SKIERS: AGE 23 - 30



GROWTH TREND

Growth in demand for ski facilities is a combination of change in number of skiers plus change in their annual rate of participation. Since this study is the first consumer survey designed to provide a representative measure of all skiers in the geographic region of Northeast North America there are no reliable past measures of size and participation in the sport upon which to base change. Thus it is impossible to provide a definite percentage figure for growth. The one element which is economically unmeasurable during a one season time span is the number of skiers who have ceased to participate and the year they last skied.

The method employed in this study to obtain some measure of growth trend consisted of recording the year each interviewed skier first began to ski. The results are shown graphically below.



The use of this result as a measure of growth assumes that all skiers who have participated during the 23 year time period are still skiing. Since this assumption is obviously not valid, the growth rate indicated is overstated by the amount and rate of dropouts.

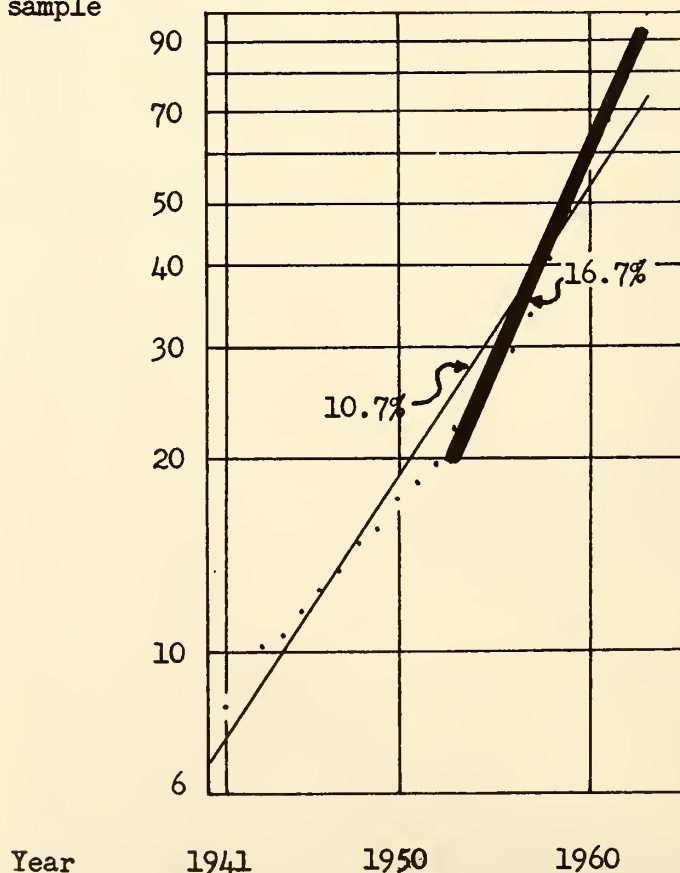
CEILING GROWTH RATE:

Findings of this study show that over the past 23 years the number of skiers comprising the skier market in Northeast North America have grown at some rate not in excess of 10.7% annually.

While not a measure of net growth in skiers, the findings do provide an upper limit to the rate. Since the graphic display indicates an increase at an increasing rate, the data has been transferred and plotted on a semi-logarithmic scale below. The trend line for the complete data shows a ceiling growth rate of 10.7% annually. Over the past eleven years this ceiling has increased to 16.7% annually.

Year skier first began to ski. (Cumulative totals)

Percent of
adjusted
sample



The reader is cautioned against using this rate without proper interpretation. No measure of skiers ceasing to participate has been incorporated, thus the true growth rate in number of skiers is definitely lower than that shown above.

CHANGE IN PARTICIPATION RATE:

Participation rate, the second factor in "growth" is somewhat easier to measure, but again must be considered inconclusive over a one season time span. Respondents were asked to record the number of days of vacation skiing and weekend and holiday skiing they obtained for each of the past two seasons. Beyond that answers would be purely guesswork. In addition, frequency of participation would show a variance due to weather. This study indicates an increase in the mean number of days spent skiing, both on vacation and during weekend and Holiday days, over the past two seasons.

	1961-62	1962-63
Average (mean) number of VACATION days of skiing per skier	1.9	2.4
Average (mean) number of WEEKEND & HOLIDAY days of skiing per skier	8.7	11.1

It must be noted that the winter of 1962-63 was the best season weather-wise that the industry has experienced in about 10 years.

The rate of participation for mid-week, non-vacation skiing was:
(Obtained only for 1962-63)

	Days Annually
For mid-week skiers only	13.5
Average (mean) for all skiers	4.5

(Data was collected as average days/month and converted into annual data by multiplying by 3.)

It is obvious from the growth in numbers and capacity of ski facilities, coupled with the fact that very few have failed, that demand is growing. "THE SKIER MARKET - NORTHEAST NORTH AMERICA" provides the basis for further measurement and places a ceiling on the overall rate of growth of skiers in the region.

D

GEOGRAPHIC DISTRIBUTION

The following pages show the 1962-63 skier market in terms of total and regional distribution. Data is summarized into two separate geographic divisions.

1) Data by skier residence:

Page 15 contains the key map broken into regions where skiers reside and identifies the 15 geographic skier source regions used.

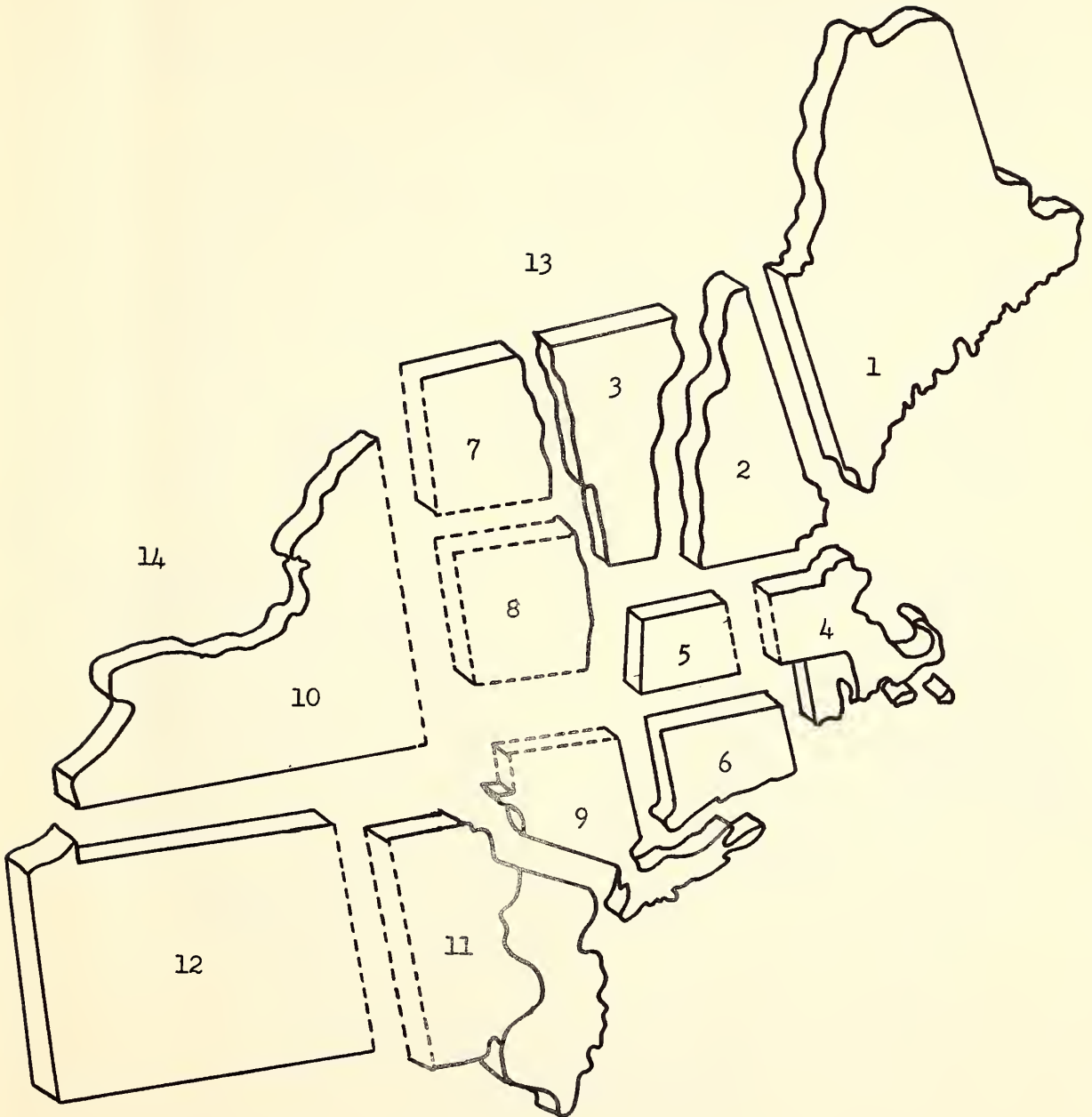
2) Data by skier destination:

Page 31 contains the key map broken into regions where skiers participate and identifies the 11 geographic skier destinations used. These divisions correspond exactly with the detailed breakdown of ski areas by capacity as listed in the appendix, Table I.

Data is summarized in terms of skiers and/or skier-days. For instance, the below figures show that Maine contains 2.84% of the skiers, but these skiers account for 4.0% of the skier-days.

Skier Market Source Regions:

Number	Region	Approximate Ski Population	Percent of Skiers	Percent of Skier-days Accounted for:
1	Maine	12,700	2.84%	4.0%
2	New Hampshire	19,800	4.43	6.0
3	Vermont	13,400	2.99	5.4
4	Eastern Mass. & Rhode Island	77,800	17.38	15.5
5	Western Massachusetts	16,000	3.58	4.5
6	Connecticut	52,100	11.64	9.6
7	N.Y. - Adirondack District	9,800	2.18	2.7
8	N.Y. - Capitol District	17,100	3.82	3.8
9	N.Y. - S.E., NYC & Long Island	79,100	17.67	13.2
10	N.Y. - Western District	28,300	6.33	7.9
	Total New York	134,300	30.00	27.6
11	New Jersey & East. Penn.	33,200	7.42	5.7
12	Western Pennsylvania	13,700	3.05	2.7
13	Quebec, CANADA	49,900	11.14	14.7
14	Outside NENA - West	14,900	3.33	3.0
15	Outside NENA - South	9,800	2.19	1.3



Regional skier market source:

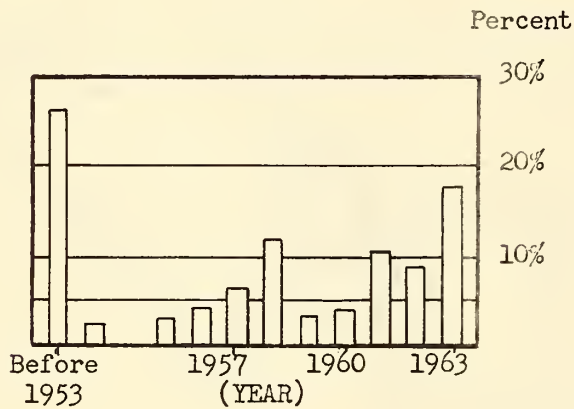
1- MAINE

Percent of total Northeast North America skier market: 2.84%

Approximate size of Regional skier market: 12,700

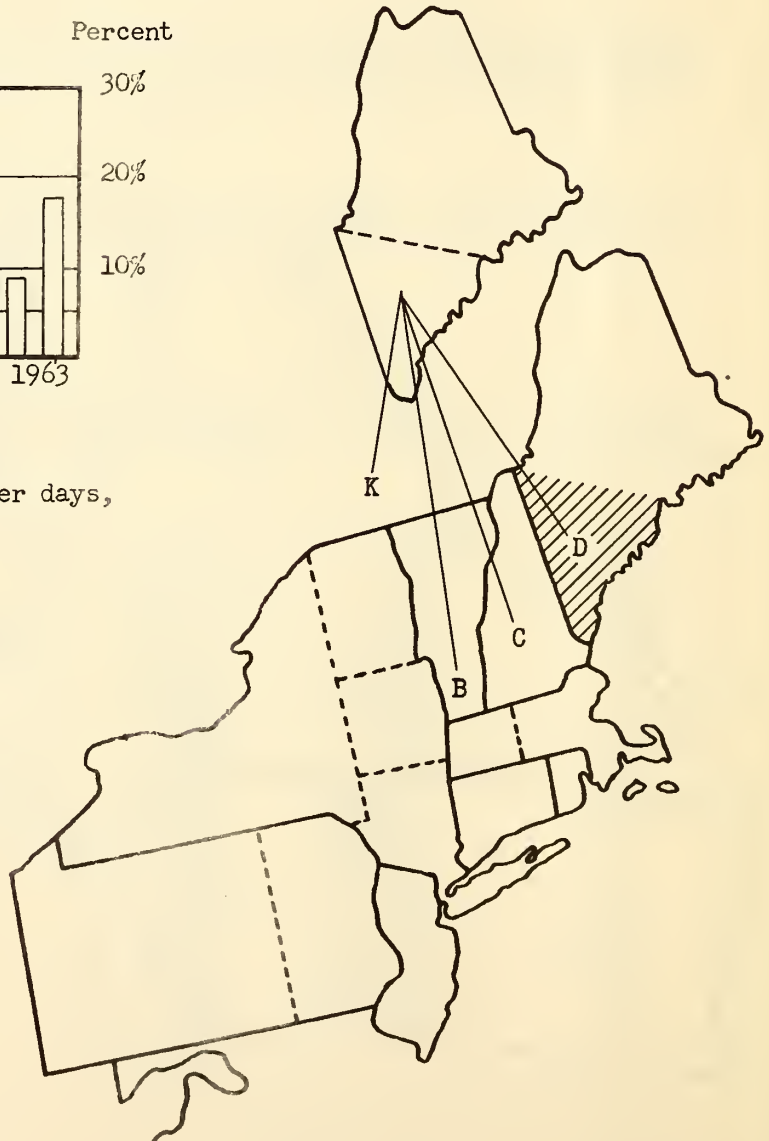
Skiers who reside in Maine report:

- (69) Average number of days of skiing annually: 19.1 Days
- (43) Average (mean) expenditure per skier day: \$ 12.21
- (23) A median income level (except students) of: \$ 7,100
- (69) Year during which they first began to ski:



Generated some 243,000 skier days,
Distributed as follows:

#	Destination	Sample	%
D	Maine	59	84.4%
C	New Hampshire	7	10.0
B	South Vermont	2	2.8
K	Quebec	2	2.8
		70	100.0%



Regional skier market source:

2- NEW HAMPSHIRE

Percent of total Northeast North America skier market: 4.43%

Approximate size of Regional skier market: 19,800

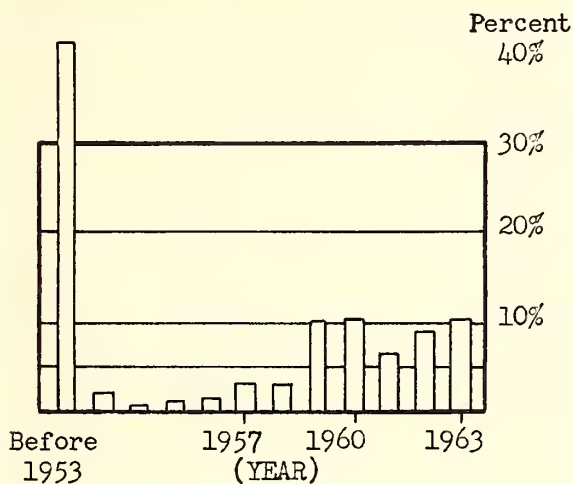
Skiers who reside in New Hampshire report:

(102) Average number of days of skiing annually: 18.1 Days

(44) Average (mean) expenditure per skier-day: \$ 15.00

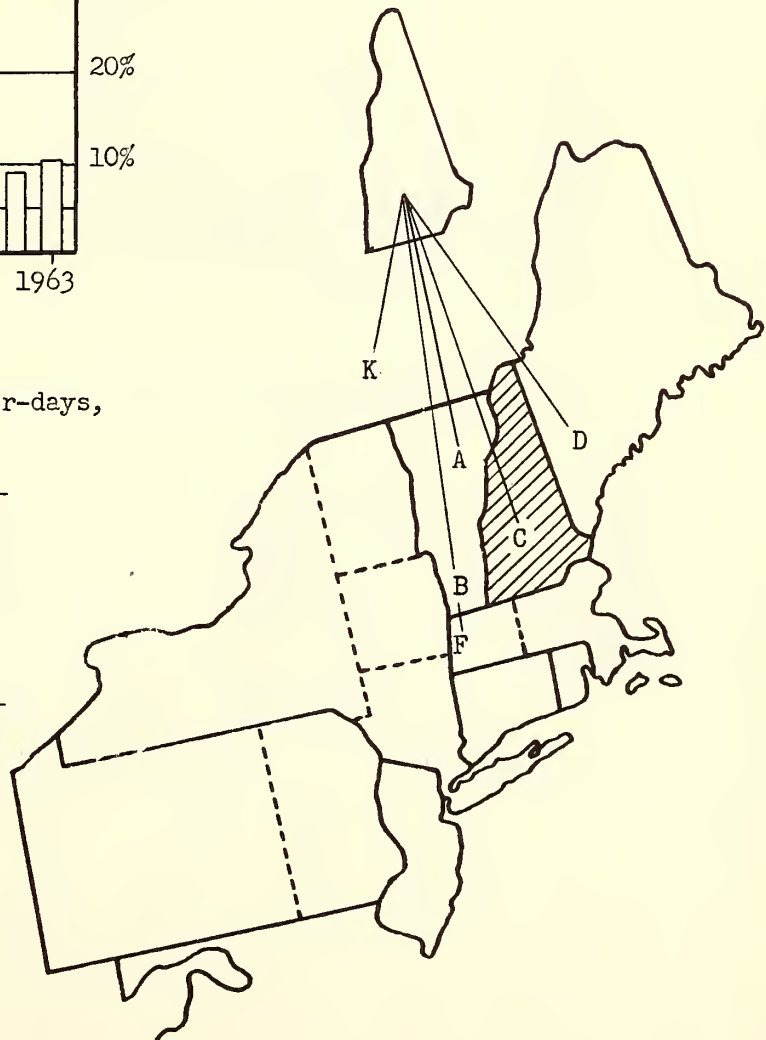
(26) A median income level (except students) of: \$ 7,400

(102) Year during which they first began to ski:



Generated some 359,000 skier-days,
Distributed as follows:

#	Destination	Sample	%
C	New Hampshire	78	76.4%
A	North Vermont	14	13.7
B	South Vermont	6	5.9
K	Quebec	2	2.0
D	Maine	1	1.0
F	Berkshires	1	1.0
		102	100.0%



Regional skier market source:

3- VERMONT

Percent of total Northeast North America skier market: 2.99%

Approximate size of Regional skier market: 13,400

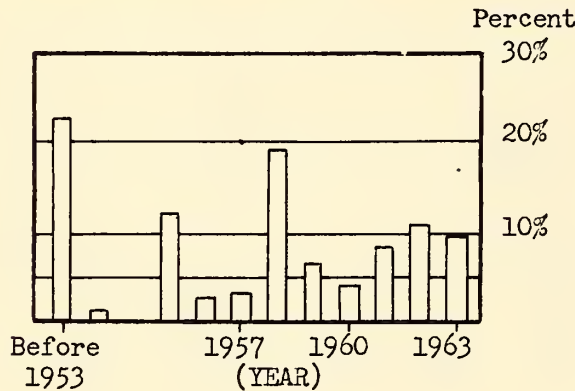
Skiers who reside in Vermont report:

(92) Average number of days of skiing annually: 24.2 Days

(45) Average (mean) expenditure per skier-day: \$ 9.89

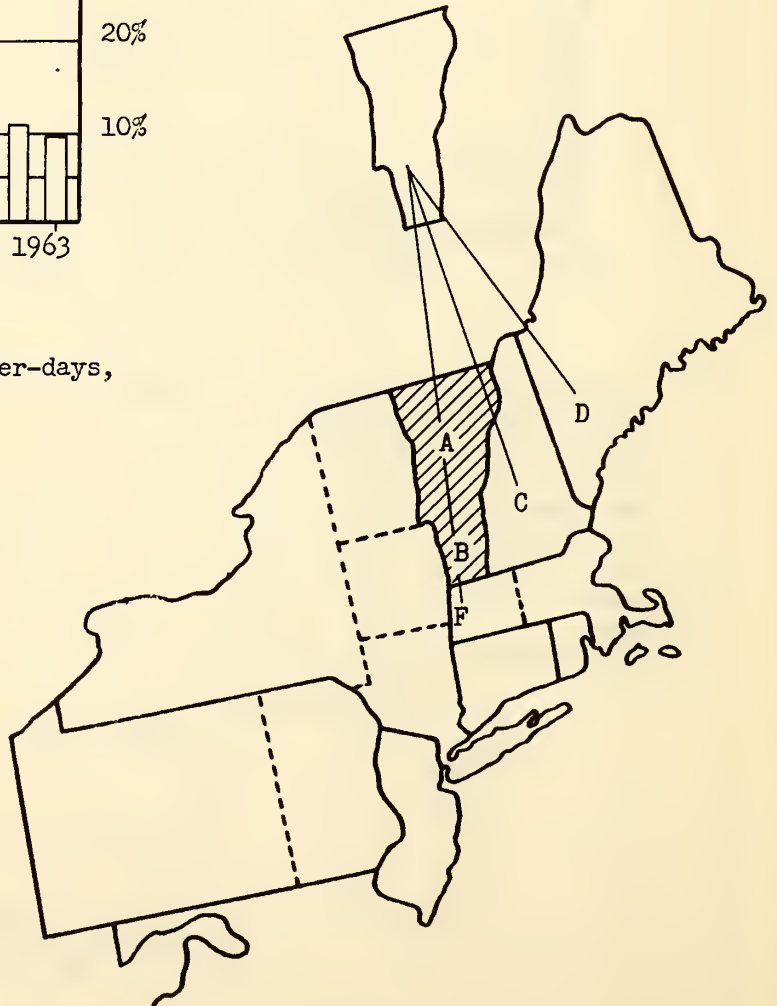
(25) A median income level (except students) of: \$ 5,000

(92) Year during which they first began to ski:



Generated some 324,000 skier-days,
Distributed as follows:

#	Destination	Sample	%
A	North Vermont	71	77.1%
B	South Vermont	18	19.6
C	New Hampshire	1	1.1
D	Maine	1	1.1
F	Berkshires	1	1.1
		92	100.0%



Regional skier market source:

4- EASTERN MASSACHUSETTS & RHODE ISLAND

Sub-sample size

Percent of total Northeast North America skier market: 17.38%

Approximate size of regional skier market: 77,800

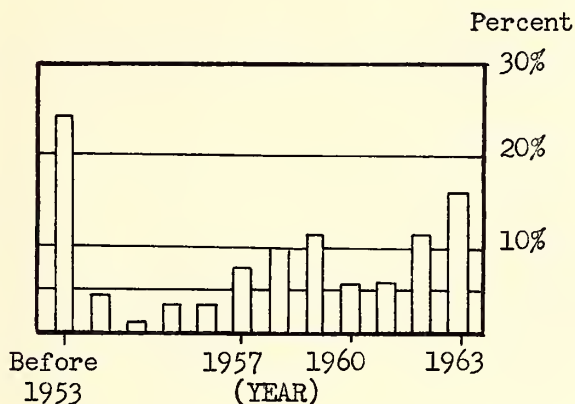
Skiers who reside in East. Mass. & R. I. report:

(265) Average number of days of skiing annually: 12.0 Days

(146) Average (mean) expenditure per skier-day: \$ 18.42

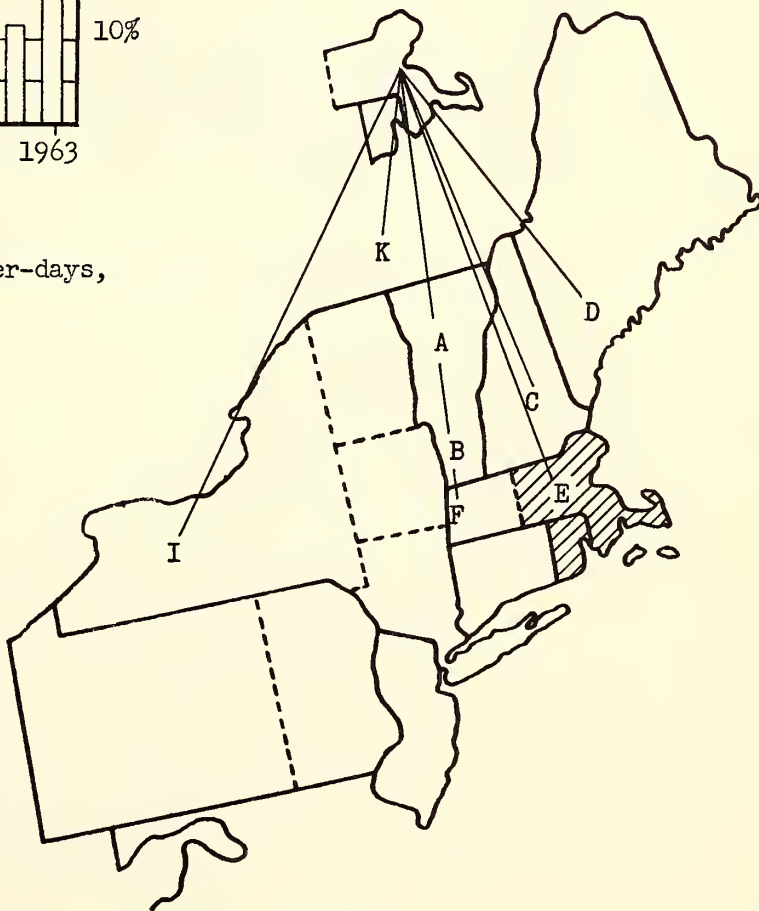
(108) A median income level (except students) of: \$ 9,900

(264) Year during which they first began to ski:



Generated some 934,000 skier-days,
Distributed as follows:

#	Destination	Sample	%
C	New Hampshire	145	55.0%
B	South Vermont	37	14.0
A	North Vermont	35	13.3
D	Maine	16	6.1
E	East. Mass.&RI	15	5.7
F	Berkshires	13	4.9
K	Quebec	2	.7
I	West. N.Y.	1	.3
		264	100.0%



Regional skier market source:

5- WESTERN MASSACHUSETTS

Percent of total Northeast North America skier market: 3.58%

Approximate size of regional skier market: 16,000

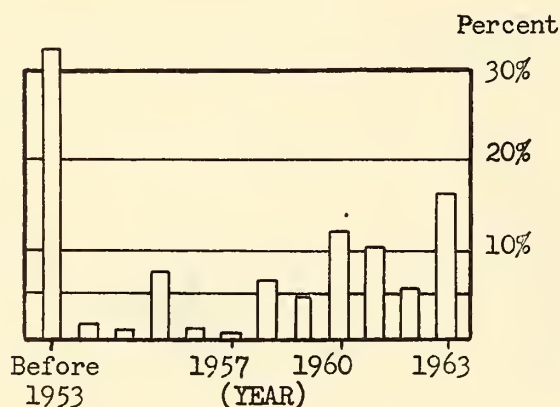
Skiers who reside in Western Massachusetts report:

(77) Average number of days of skiing annually: 16.9 Days

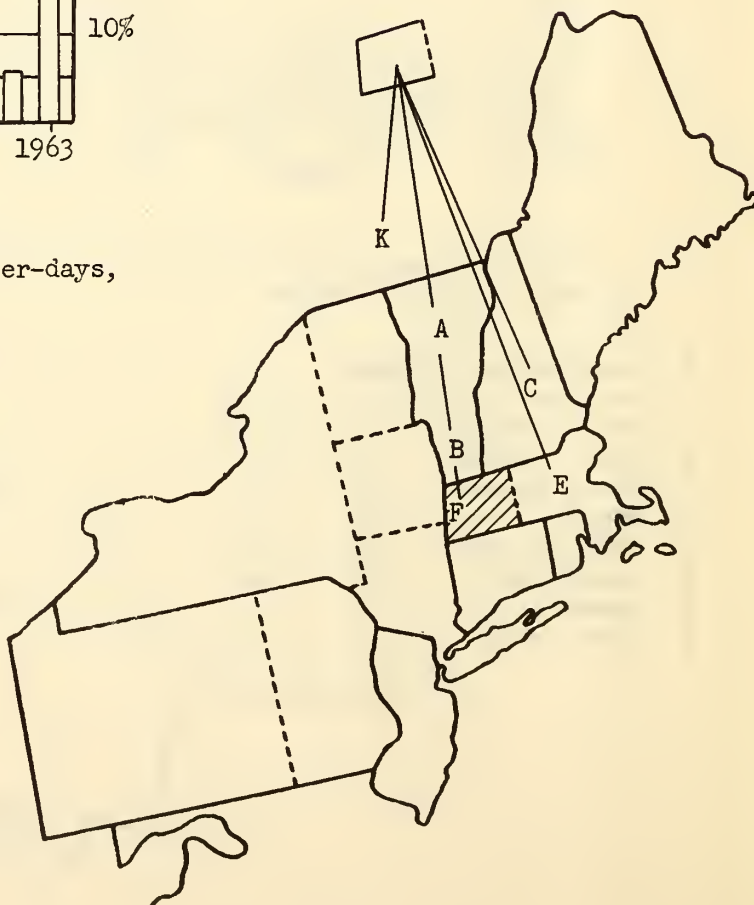
(33) Average (mean) expenditure per skier-day: \$ 16.52

(20) A median income level (except students) of: \$11,600

(77) Year during which they first began to ski:

Generated some 271,000 skier-days,
Distributed as follows:

#	Destination	Sample	%
F	Berkshires	41	53.2%
B	South Vermont	21	27.3
C	New Hampshire	9	11.7
A	North Vermont	3	3.9
E	E. Mass. & RI	2	2.6
K	Quebec	1	1.3
		77	100.0%



Regional skier market source:

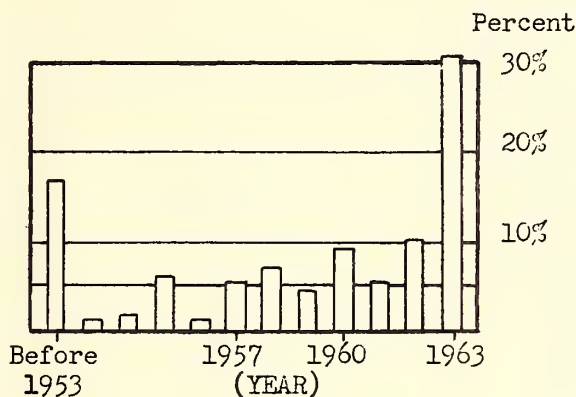
6- CONNECTICUT

Percent of total Northeast North America skier market: 11.64%

Approximate size of Regional skier market: 52,100

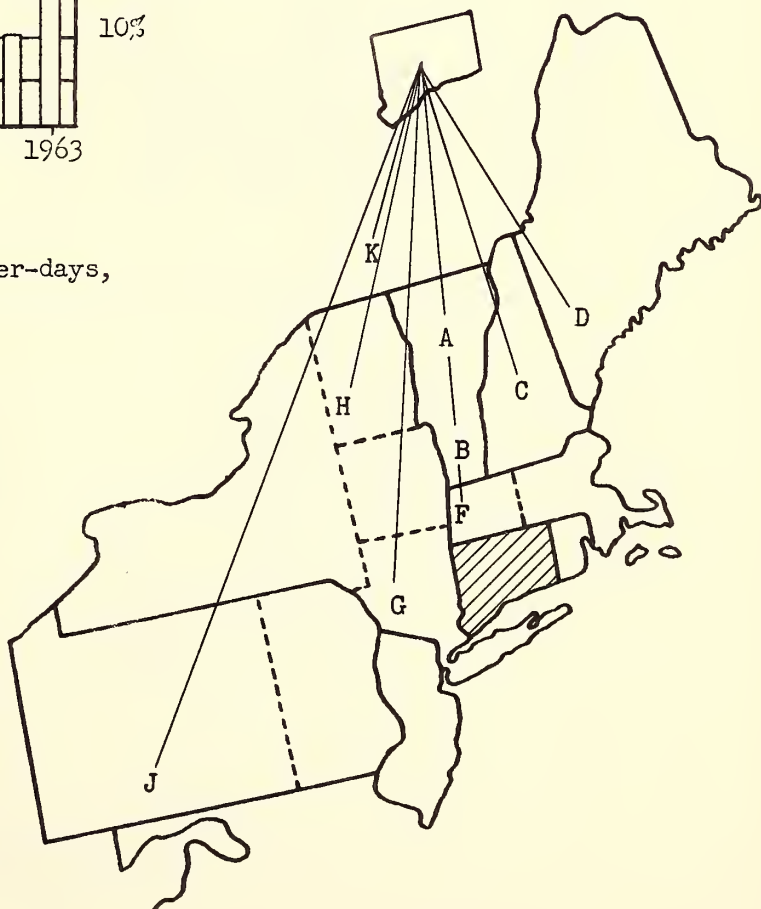
Skiers who reside in Connecticut report:

- (165) Average number of days of skiing annually: 11.1 Days
- (86) Average (mean) expenditure per skier-day: \$ 20.35
- (69) A median income level (except students) of: \$ 9,200
- (164) Year during which they first began to ski:



Generated some 578,000 skier-days,
Distributed as follows:

#	Destination	Sample	%
F	Berkshires	56	34.6%
B	South Vermont	52	32.2
A	North Vermont	39	24.1
C	New Hampshire	6	3.7
D	Maine	3	1.8
G	Catskills; Poco.	3	1.8
H	Adirondacks	1	.6
J	W.Pa.&W.Va.	1	.6
K	Quebec	1	.6
		162	100.0%



Regional skier market source:

7- NEW YORK - ADIRONDACK

Percent of total Northeast North America skier market: 2.18%

Approximate size of regional skier market: 9,800

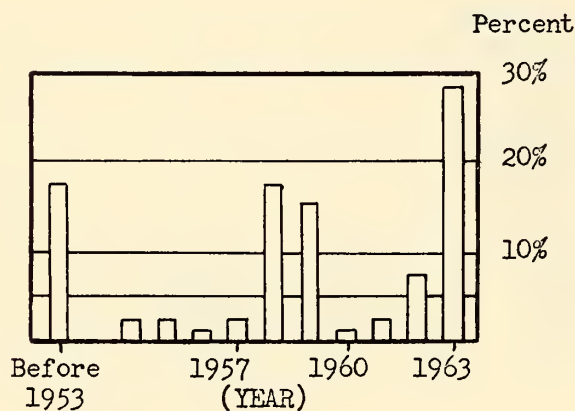
Skiers who reside in The Adirondack Region report:

(46) Average number of days of skiing annually: 16.6 Days

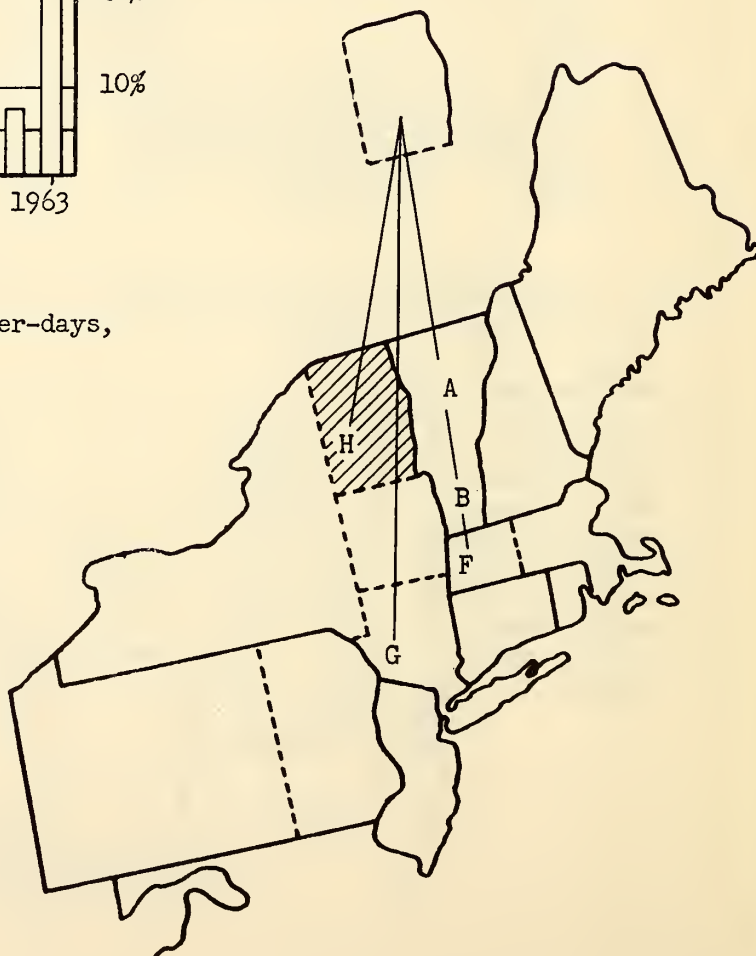
(29) Average (mean) expenditure per skier-day: \$ 11.90

A median income level of: (Sample too small)

(46) Year during which they first began to ski:

Generated some 162,000 skier-days,
Distributed as follows:

#	Destination	Sample	%
H	Adirondacks	32	69.5
F	Berkshires	8	17.4
B	South Vermont	3	6.5
G	Catskills; Poco.	2	4.4
A	North Vermont	1	2.2
		46	100.0%



Regional skier market source:

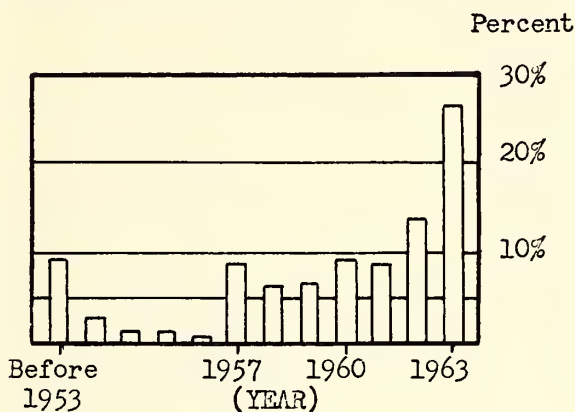
8- NEW YORK - CAPITOL

Percent of total Northeast North America skier market: 3.82%

Approximate size of regional skier market: 17,100

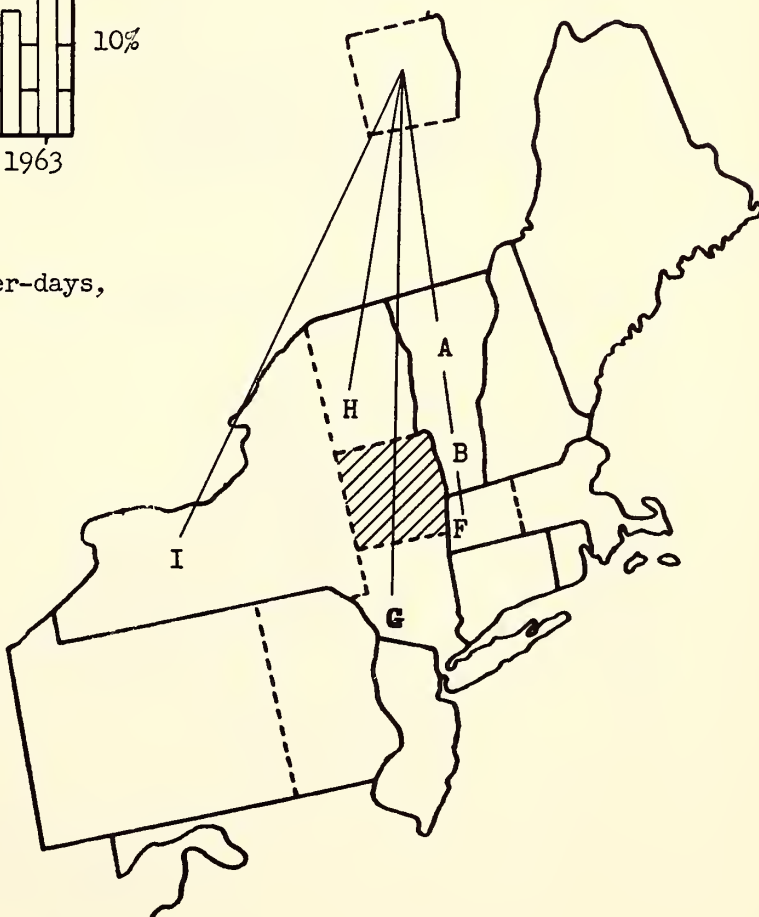
Skiers who reside in The New York Capitol Region report:

- (66) Average number of days of skiing annually: 13.6 Days
- (41) Average (mean) expenditure per skier-day: \$ 18.90
- (33) A median income level (except students) of: \$ 5,800
- (66) Year during which they first began to ski:



Generated some 233,000 skier-days,
Distributed as follows:

#	Destination	Sample	%
F	Berkshires	27	40.9%
B	South Vermont	25	37.9
A	North Vermont	10	15.2
H	Adirondacks	2	3.0
G	Catskills;Poco.	1	1.5
I	West. N.Y.	1	1.5
		66	100.0%



Regional skier market source:

9- NEW YORK - SOUTHEAST, N.Y.C. & LONG ISLAND

Percent of total Northeast North America skier market: 17.67%

Approximate size of regional skier market: 79,100

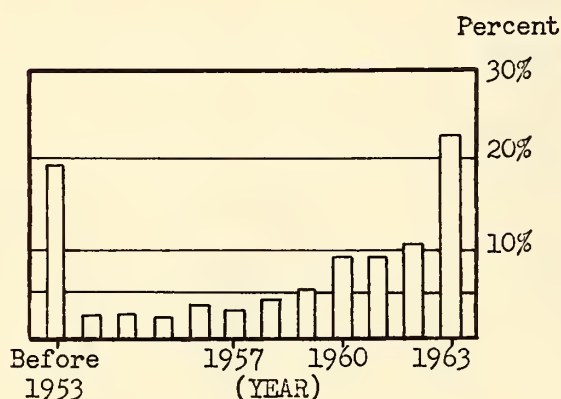
Skiers who reside in Downstate New York report:

(224) Average number of days of skiing annually: 10.0 Days

(108) Average (mean) expenditure per skier-day: \$ 24.17

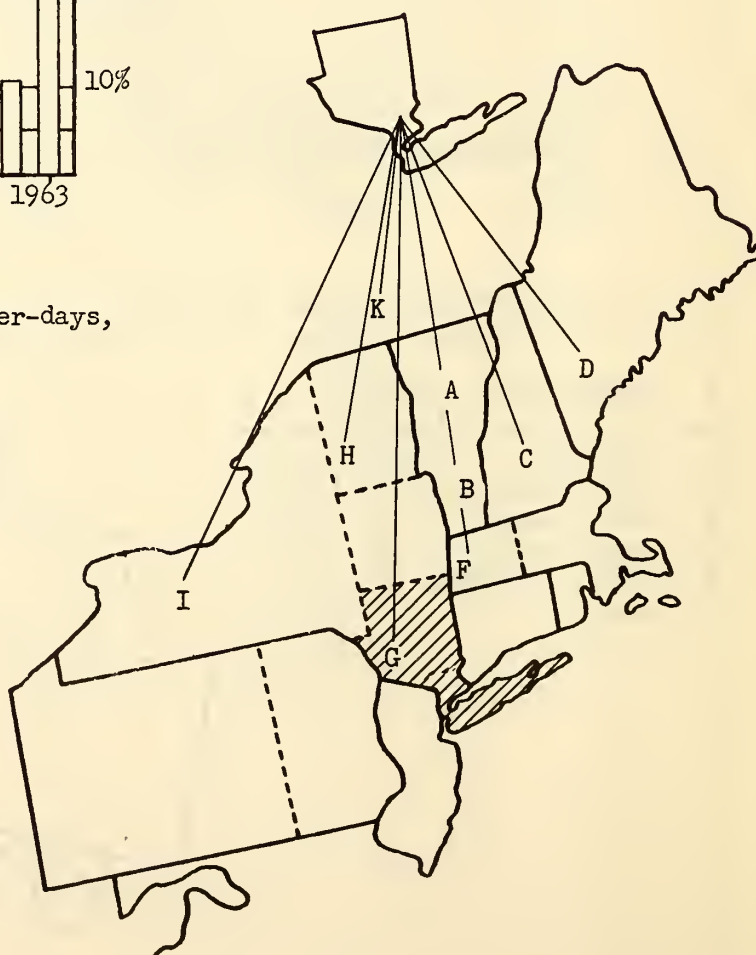
(90) A median income level (except students) of: \$ 8,600

(224) Year during which they first began to ski:



Generated some 791,000 skier-days,
Distributed as follows:

#	Destination	Sample	%
B	South Vermont	88	39.0%
G	Catskills; Poco.	54	23.9
A	North Vermont	42	18.6
F	Berkshires	23	10.2
H	Adirondacks	6	2.7
C	New Hampshire	5	2.2
K	Quebec	5	2.2
I	West. N.Y.	2	.8
D	Maine	1	.4
		226	100.0%



Regional skier market source:

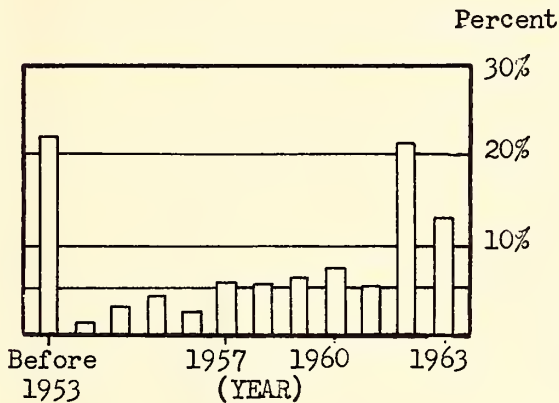
10- NEW YORK - WESTERN

Percent of total Northeast North America skier market: 6.33%

Approximate size of regional skier market: 28,300

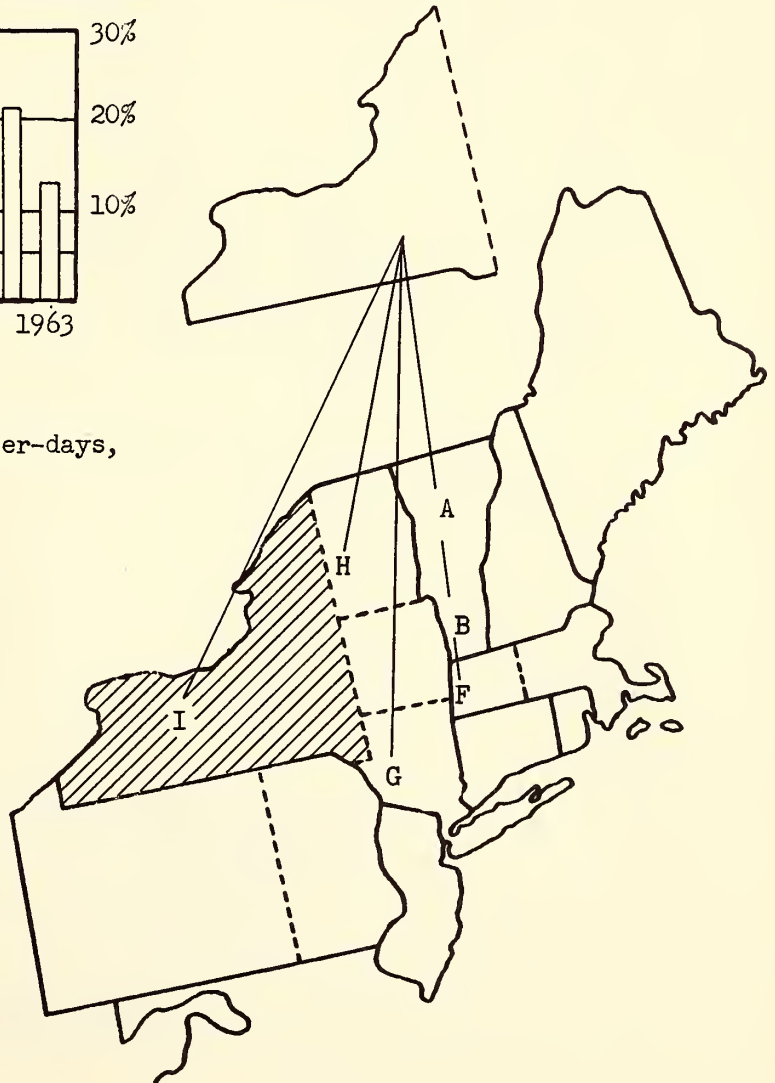
Skiers who reside in Western New York report:

- (134) Average number of days of skiing annually: 16.7 Days
- (81) Average (mean) expenditure per skier-day: \$ 18.46
- (64) A median income level (except students) of: \$10,200
- (134) Year during which they first began to ski:



Generated some 473,000 skier-days,
Distributed as follows:

#	Destination	Sample	%
I	West. N.Y.	100	74.6%
B	South Vermont	11	8.2
H	Adirondacks	10	7.5
G	Catskills;Poco.	5	3.7
A	North Vermont	4	3.0
F	Berkshires	4	3.0
		134	100.0%



Regional skier market source:

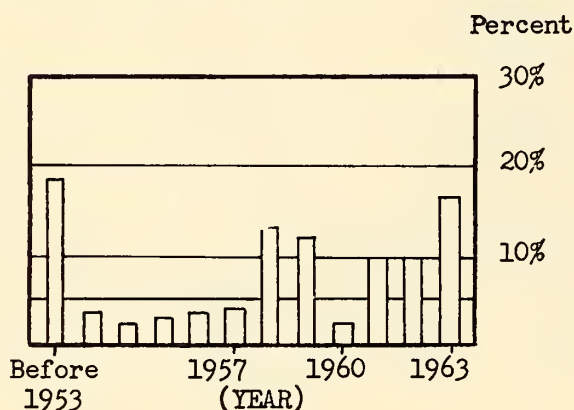
11- NEW JERSEY & EASTERN PENNSYLVANIA

Percent of total Northeast North America skier market: 7.42%

Approximate size of regional skier market: 33,200

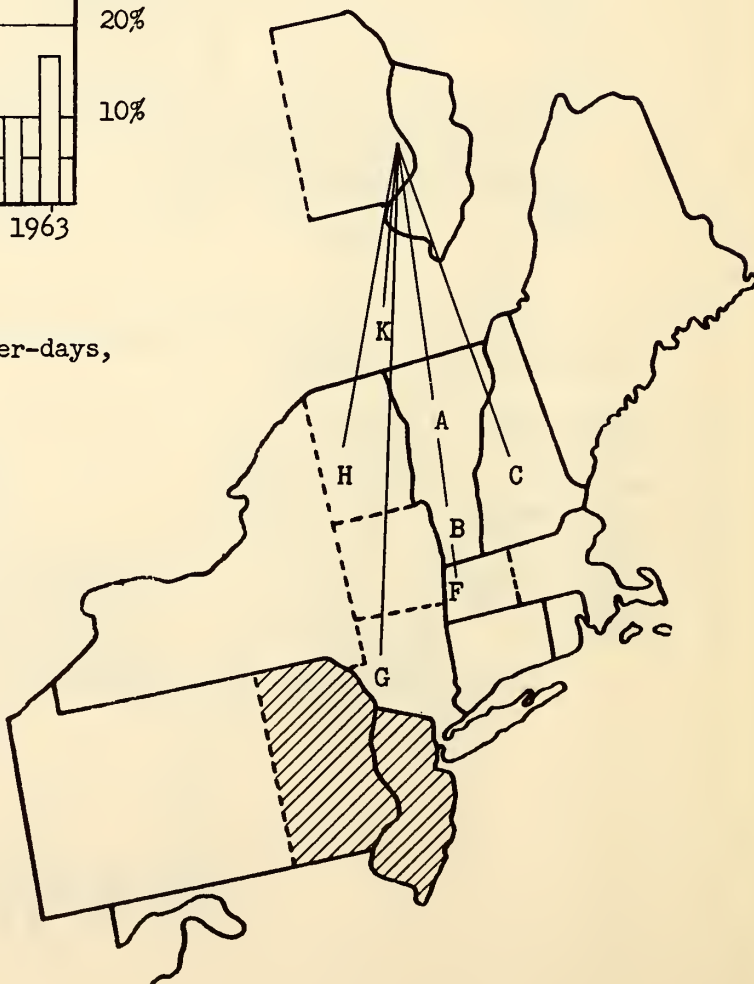
Skiers who reside in New Jersey & East. Penn. report:

- (97) Average number of days of skiing annually: 10.3 Days
- (50) Average (mean) expenditure per skier-day: \$ 25.80
- (42) A median income level (except students) of: \$ 9,800
- (96) Year during which they first began to ski:



Generated some 342,000 skier-days,
Distributed as follows:

#	Destination	Sample	%
A	North Vermont	41	42.3%
B	South Vermont	28	28.9
G	Catskills;Poco.	19	19.6
C	New Hampshire	4	4.1
K	Quebec	3	3.1
F	Berkshires	1	1.0
H	Adirondacks	1	1.0
		97	100.0%



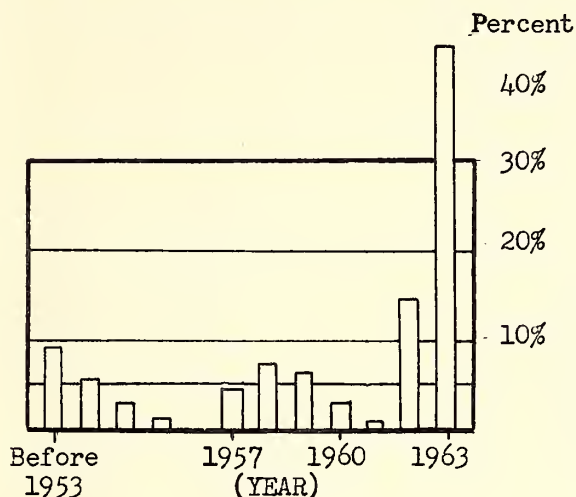
12- WESTERN PENNSYLVANIA

Percent of total Northeast North America skier market: 3.05%

Approximate size of regional skier market: 13,700

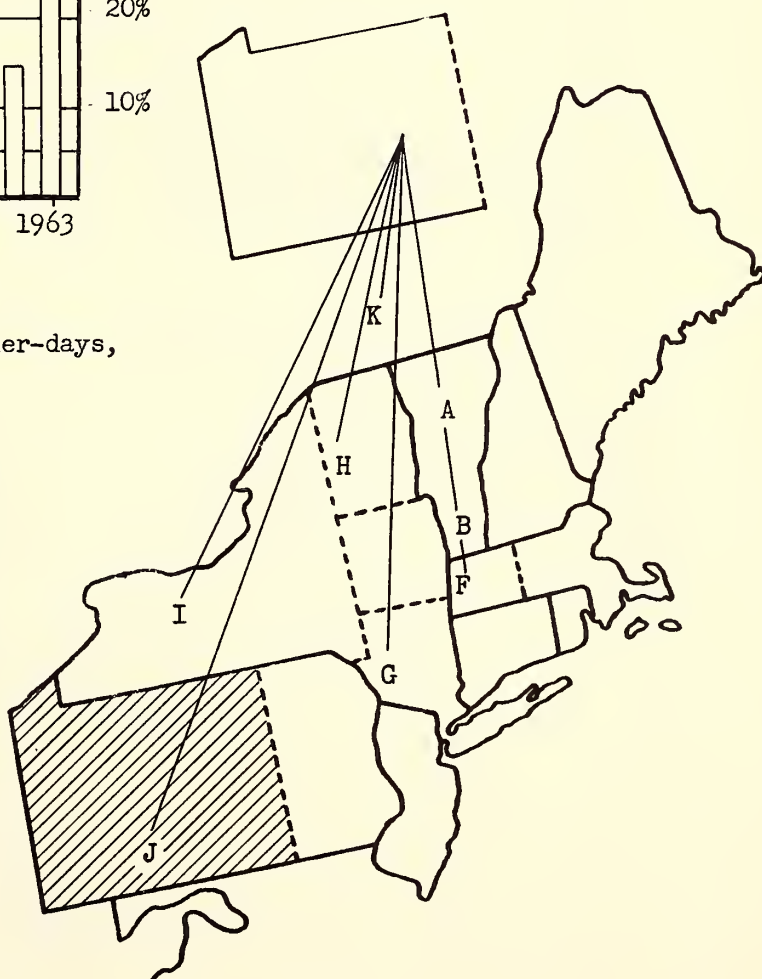
Skiers who reside in Western Pennsylvania report:

- (47) Average number of days of skiing annually: 12.1 Days
- (29) Average (mean) expenditure per skier-day: \$ 17.76
- (22) A median income level (except students) of: \$ 8,400
- (47) Year during which they first began to ski:



Generated some 165,000 skier-days,
Distributed as follows:

#	Destination	Sample	%
J	W. Pa. & W. Va.	32	68.1%
I	West. N.Y.	5	10.6
G	Catskills;Poco.	3	6.4
A	North Vermont	2	4.3
F	Berkshires	2	4.3
B	South Vermont	1	2.1
H	Adirondack	1	2.1
K	Quebec	1	2.1
		47	100.0%



Regional skier market source:

13- QUEBEC, CANADA

Percent of total Northeast North America skier market: 11.14%

Approximate size of regional skier market: 49,900

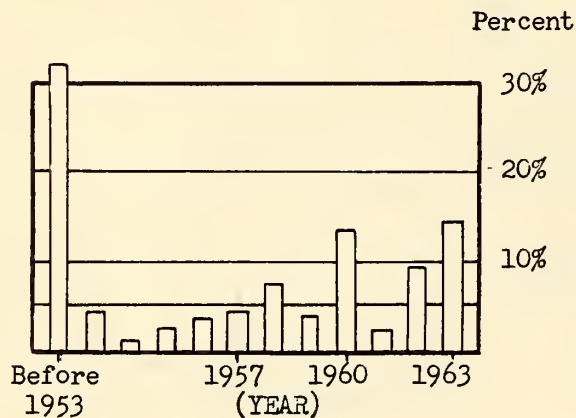
Skiers who reside in Quebec report:

(250) Average number of days of skiing annually: 17.7 Days

(100) Average (mean) expenditure per skier-day: \$ 13.80

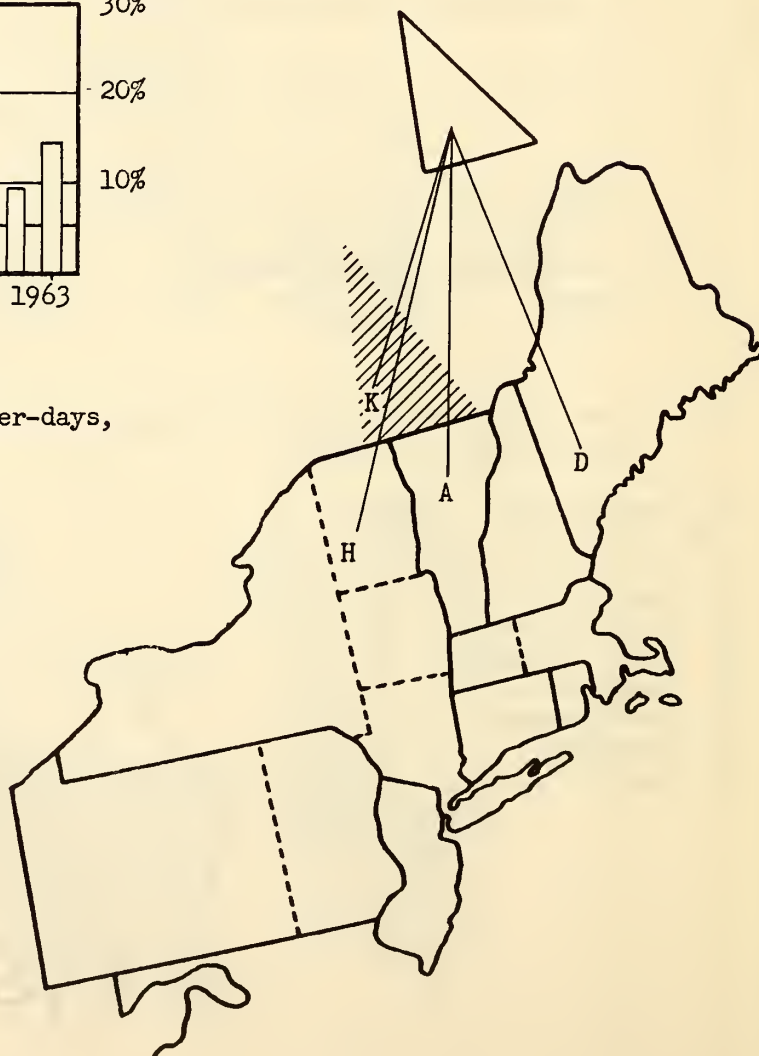
(63) A median income level (except students) of: \$ 7,400

(250) Year during which they first began to ski:



Generated some 883,000 skier-days,
Distributed as follows:

#	Destination	Sample	%
K	Quebec	237	94.8%
A	North Vermont	8	3.2
D	Maine	4	1.6
H	Adirondacks	1	.4
		250	100.0%



Regional skier market source:

14- OUTSIDE - NENA - WEST

Percent of total Northeast North America skier market: 3.33%

Approximate size of regional skier market: 14,900

Skiers who reside in Western U.S. & Canada report:

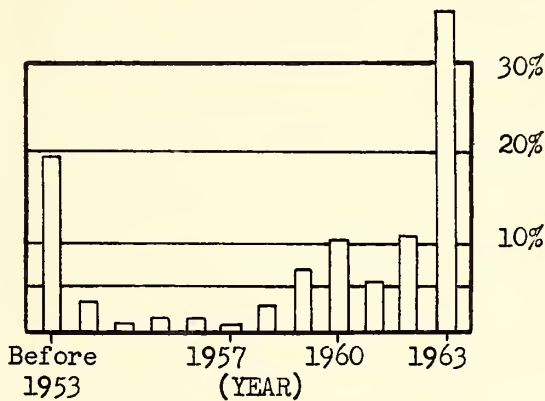
(51) Average number of days of skiing annually: 12.0 Days

(29) Average (mean) expenditure per skier-day: \$ 17.07

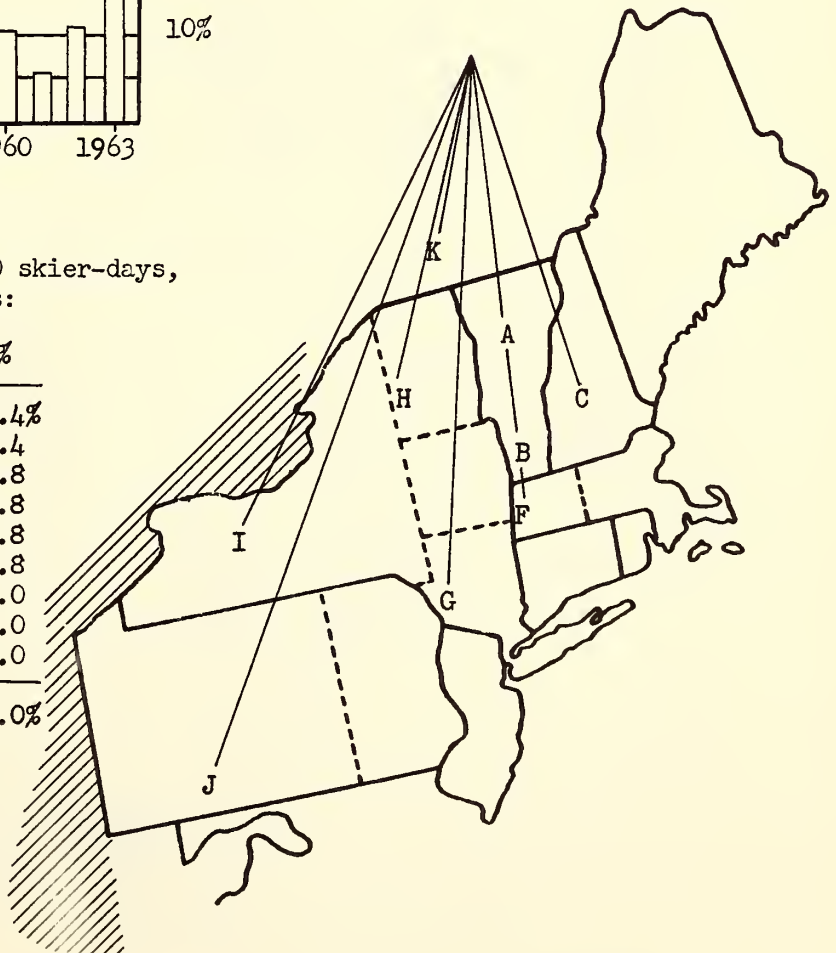
(21) A median income level (except students) of: \$ 4,800

(51) Year during which they first began to ski:

Percent

Generated some 179,000 skier-days,
Distributed as follows:

#	Destination	Sample	%
I	West. N.Y.	15	29.4%
K	Quebec	15	29.4
A	North Vermont	6	11.8
J	W.Pa. & Va.	5	9.8
B	South Vermont	4	7.8
H	Adirondacks	3	5.8
C	New Hampshire	1	2.0
F	Berkshires	1	2.0
G	Catskills;Poco.	1	2.0
		51	100.0%



Regional skier market source:

15- OUTSIDE - NENA - SOUTH

Percent of total Northeast North America skier market: 2.19%

Approximate size of regional skier market: 9,800

Skiers who reside in The Southern United States report: .

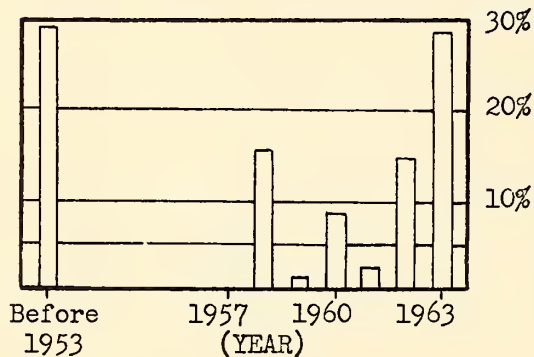
(23) Average number of days of skiing annually: 8.3 Days

(13) Average (mean) expenditure per skier-day: \$ 26.54

(14) A median income level (except students) of: \$12,600

(23) Year during which they first began to ski:

Percent

Generated some 81,000 skier-days,
Distributed as follows:

#	Destination	Sample	%
J	W.Pa. & W.Va.	12	52.2%
B	South Vermont	5	21.8
A	North Vermont	2	8.7
K	Quebec	2	8.7
F	Berkshires	1	4.3
G	Catskills;Poco.	1	4.3
		23	100.0%



Regional skier market destination:

- A- Northern Vermont
- B- Southern Vermont
- C- New Hampshire
- D- Maine
- E- Eastern Mass. & R. I.
- F- Berkshires
- G- Catskills & Poconos
- H- Adirondacks
- I- Central & Western New York
- J- Western Penn., West Virginia & Maryland
- K- Quebec



Sub-sample size

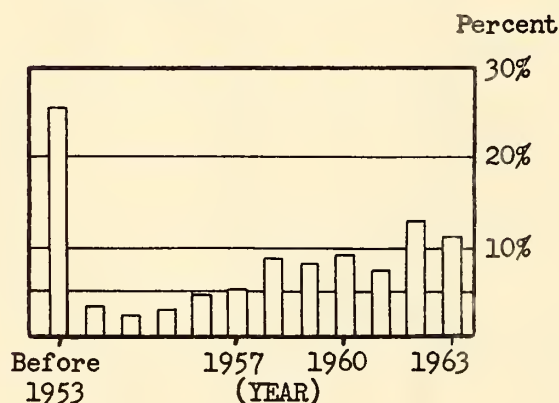
Regional skier market destination:

A- NORTHERN VERMONT

Northern Vermont contains 17.0% of the total skier capacity in NENA.

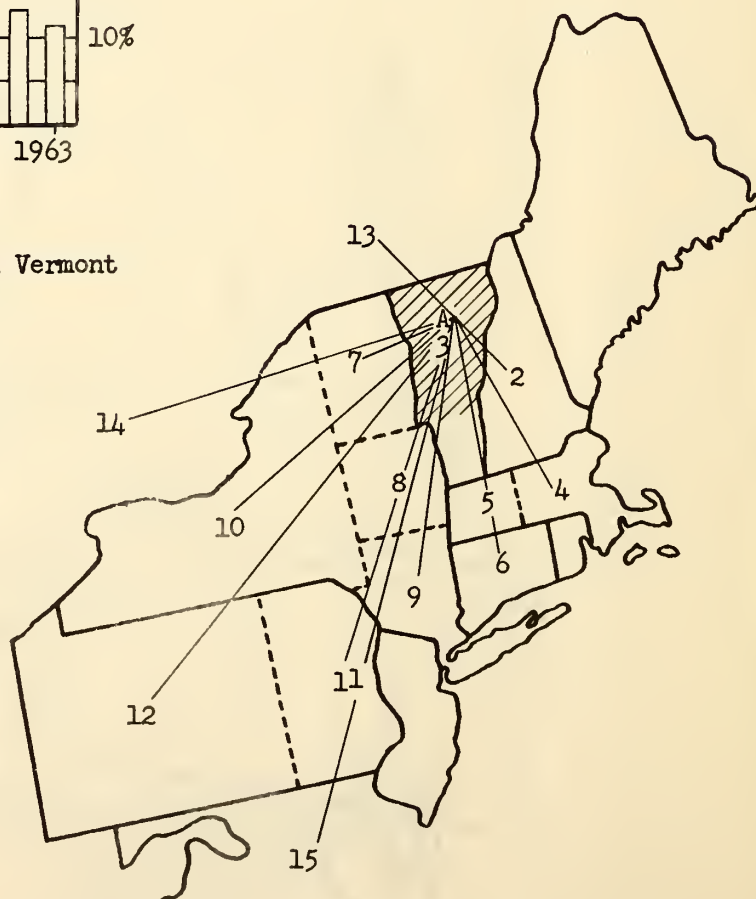
Skiers interviewed while skiing in Northern Vermont report:

- (3464) Average number of days of skiing annually: 14.8 Days
- (155) Average (mean) expenditure per skier-day: \$ 18.42
- (112) A median income level (except students) of: \$ 8,900
- (3463) Year during which they first began to ski:



Skier-days spent in Northern Vermont
were by residents of:

#	Market	Sample	%
3	Vermont	71	25.6%
9	NY-SE & NYC	42	15.1
11	NJ & E. Penn.	41	14.8
6	Connecticut	39	14.0
4	E. Mass. & RI	35	12.6
2	New Hampshire	14	5.0
8	NY- Capitol	10	3.6
13	Quebec	8	2.9
14	Out NENA-West.	6	2.2
10	NY- West.	4	1.4
5	West. Mass.	3	1.1
12	West. Penn.	2	.7
15	Out NENA-South	2	.7
7	NY- Adirondack	1	.3
		278	100.0%



Sub-sample size

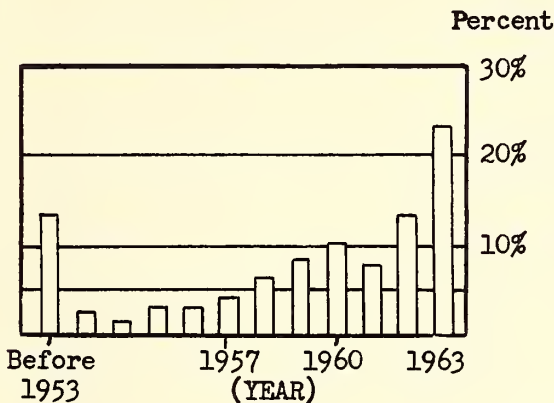
Regional skier market destination:

B- SOUTHERN VERMONT

Southern Vermont contains 9.6% of the total skier capacity in NENA.

Skiers interviewed while skiing in Southern Vermont report:

- (3283) Average number of days of skiing annually: 11.1 Days
- (148) Average (mean) expenditure per skier-day: \$ 23.30
- (121) A median income level (except students) of: \$ 9,100
- (3283) Year during which they first began to ski:



Skier-days spent in Southern Vermont
were by residents of:

#	Market	Sample	%
9	NY - SE & NYC	88	29.2
6	Connecticut	52	17.3
4	E. Mass. & RI	37	12.3
11	NJ & E. Penn.	28	9.3
8	NY - Capitol	25	8.3
5	West. Mass.	21	7.0
3	Vermont	18	6.0
10	NY - West.	11	3.6
2	New Hampshire	6	2.0
15	Out NENA-South	5	1.7
14	Out NENA-West	4	1.3
7	NY-Adirondack	3	1.0
1	Maine	2	.7
12	West. Penn.	1	.3
		301	100.0%



Sub-sample size

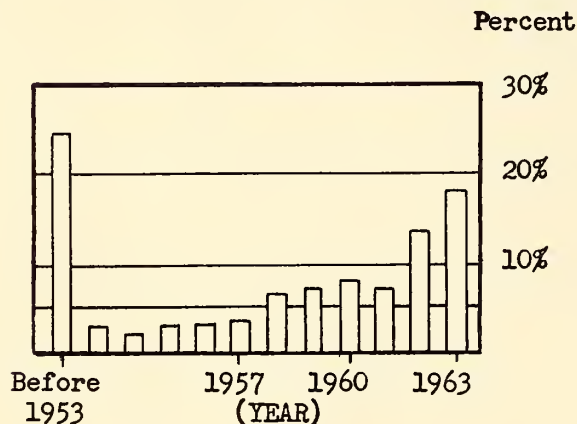
Regional skier market destination:

C- NEW HAMPSHIRE

New Hampshire contains 12.7% of the total skier capacity in NENA.

Skiers interviewed while skiing in New Hampshire report:

- (2879) Average number of days of skiing annually: 12.7 Days
- (142) Average (mean) expenditure per skier-day: \$ 18.10
- (104) A median income level (except students) of: \$ 9,300
- (2879) Year during which they first began to ski:



Sub-sample size

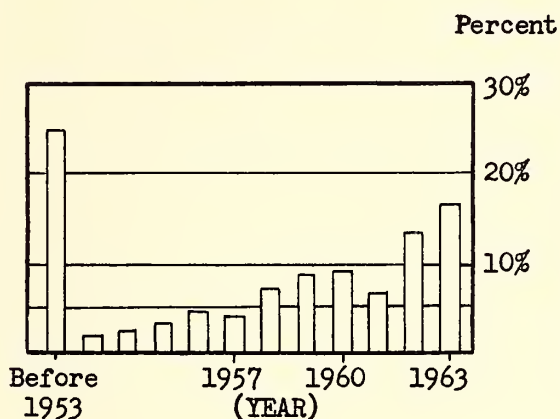
Regional skier market destination:

D- MAINE

Maine contains 5.4% of the total skier capacity in NENA.

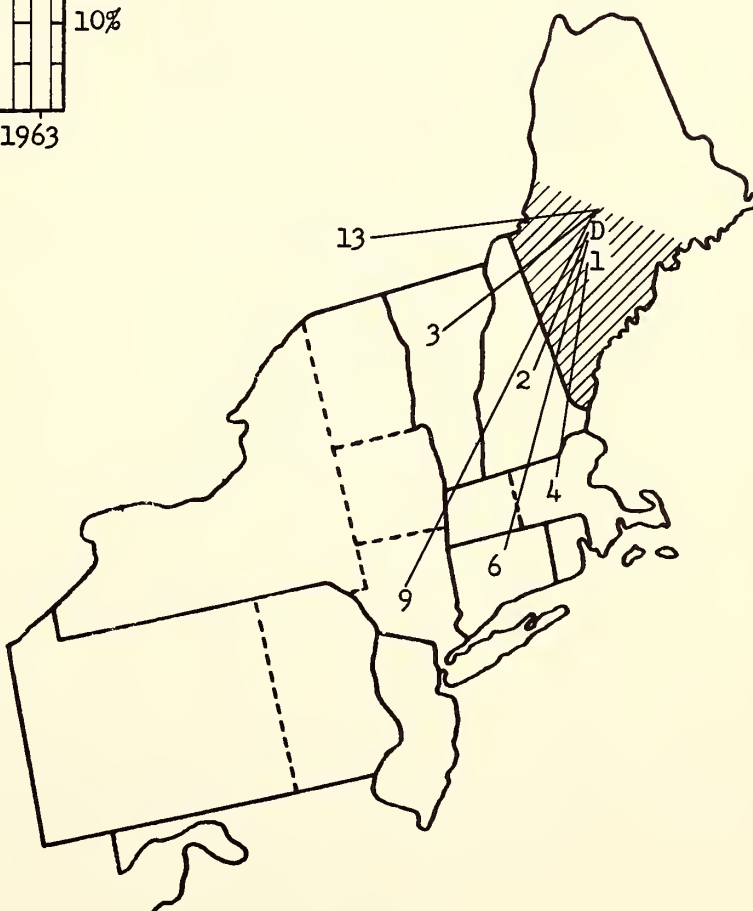
Skiers interviewed while skiing in Maine report:

- (1011) Average number of days of skiing annually: 17.5 Days
- (51) Average (mean) expenditure per skier-day: \$ 13.43
- (29) A median income level (except students) of: \$ 5,700
- (1011) Year during which they first began to ski:



Skier-days spent in Maine
were by residents of:

#	Market	Sample	%
1	Maine	16	69.4%
4	E. Mass. & RI	16	18.8
13	Quebec	4	4.7
6	Connecticut	3	3.5
2	New Hampshire	1	1.2
3	Vermont	1	1.2
9	NY - SE & NYC	1	1.2
		85	100.0%



Sub-sample size

Regional skier market destination:

E- EASTERN MASS. & R. I.

Eastern Mass. & R. I. contain 1.3% of the total skier capacity in NENA.

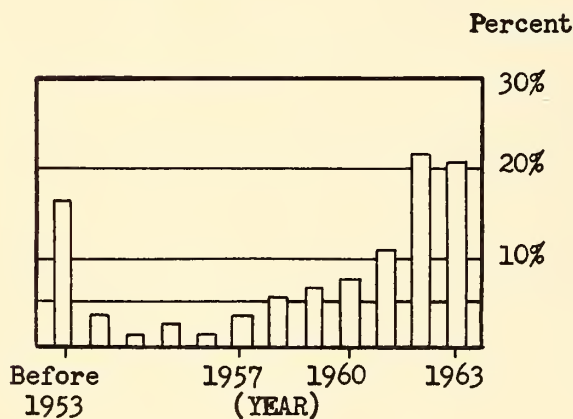
Skiers interviewed while skiing in Eastern Mass. & R. I. report:

(238) Average number of days of skiing annually: 13.5 Days

(12) Average (mean) expenditure per skier-day: \$ 17.50

A median income level of: (sample too small)

(238) Year during which they first began to ski:



Skier-days spent in Eastern Mass. & R.I.
were by residents of:

#	Market	Sample	%
4	E. Mass. & RI	15	88.0%
5	West. Mass.	2	12.0
		17	100.0%



Sub-sample size

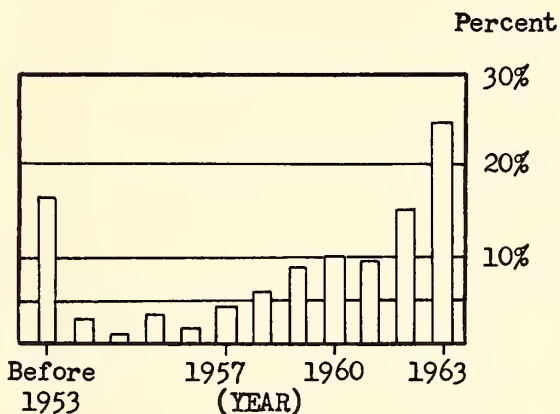
Regional skier market destination:

F- BERKSHIRES

The Berkshires contain 10.1% of the total skier capacity in NENA.

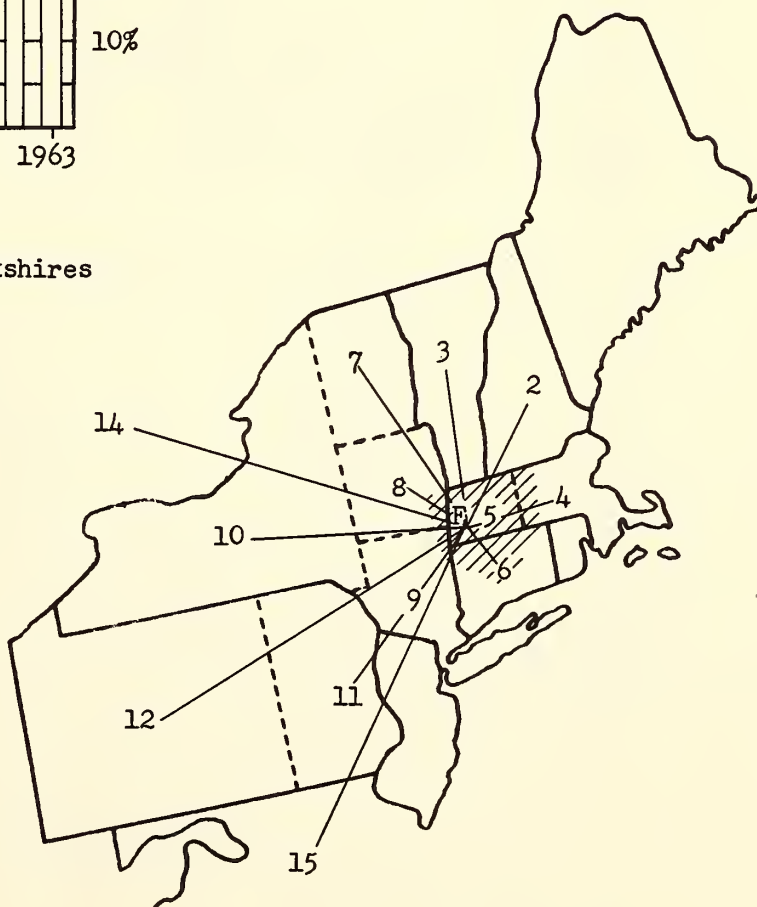
Skiers interviewed while skiing in the Berkshires report:

- (1454) Average number of days of skiing annually: 10.5 Days
- (87) Average (mean) expenditure per skier-day: \$ 17.07
- (59) A median income level (except students) of: \$ 8,100
- (1454) Year during which they first began to ski:



Skier-days spent in The Berkshires
were by residents of:

#	Market	Sample	%
6	Connecticut	56	31.3
5	West. Mass.	41	22.9
8	NY - Capitol	27	15.2
9	NY - SE & NYC	23	12.9
4	E. Mass. & RI	13	7.3
7	NY-Adirondack	8	4.6
10	NY - West	4	2.2
12	West. Penn.	2	1.1
2	New Hampshire	1	.5
3	Vermont	1	.5
11	NJ & E. Penn.	1	.5
14	Out NENA-West	1	.5
15	Out NENA-South	1	.5
		179	100.0%



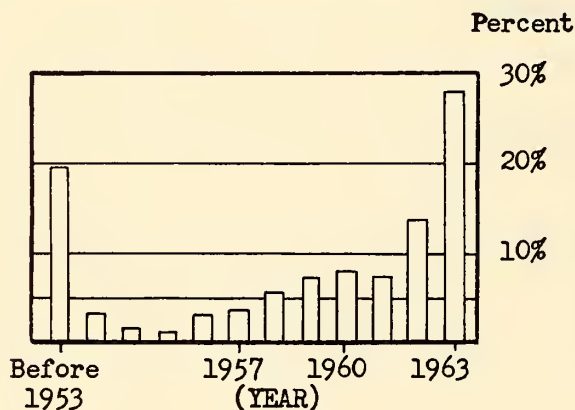
Regional skier market destination:

G- CATSKILLS & POCONOS

The Catskills & Poconos contain 8.8% of the total skier capacity in NENA.

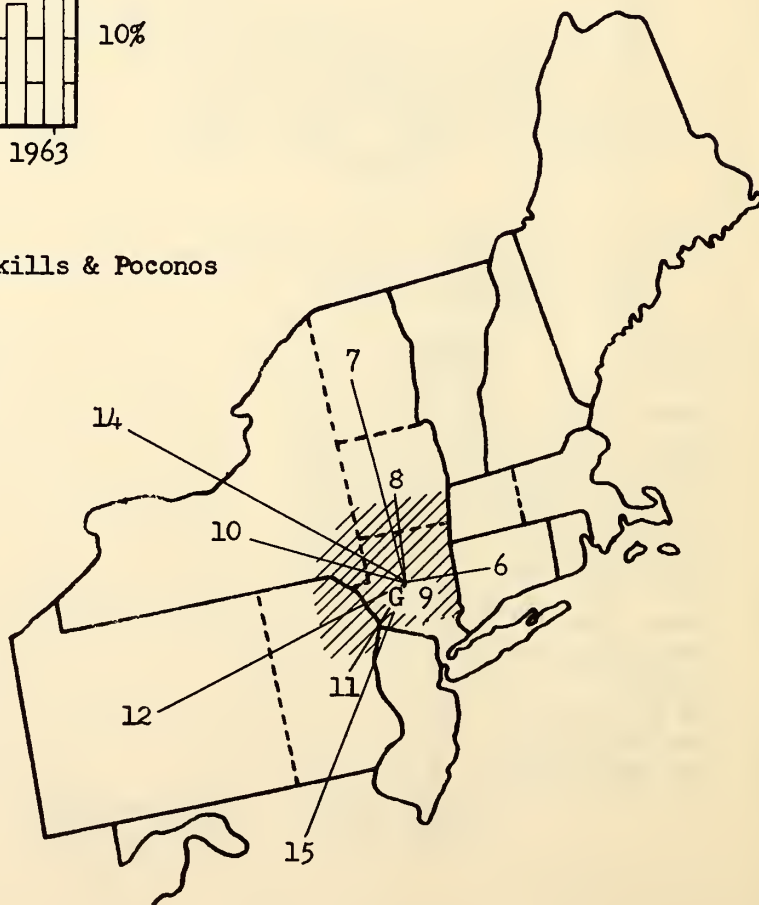
Skiers interviewed while skiing in The Catskills & Poconos report:

- (1200) Average number of days of skiing annually: 9.1 Days
- (39) Average (mean) expenditure per skier-day: \$ 22.18
- (33) A median income level (except students) of: \$ 7,900
- (1200) Year during which they first began to ski:



Skier-days spent in The Catskills & Poconos were by residents of:

#	Market	Sample	%
9	NY - SE & NYC	54	60.6%
11	NJ & E. Penn.	19	21.4
10	NY - West.	5	5.6
6	Connecticut	3	3.4
12	West. Penn.	3	3.4
7	NY-Adirondack	2	2.3
8	NY - Capitol	1	1.1
14	Out NENA-West.	1	1.1
15	Out NENA-South	1	1.1
		89	100.0%



Sub-sample size

Regional skier market destination:

H- ADIRONDACKS

The Adirondacks contain 6.7% of the total skier capacity in NENA.

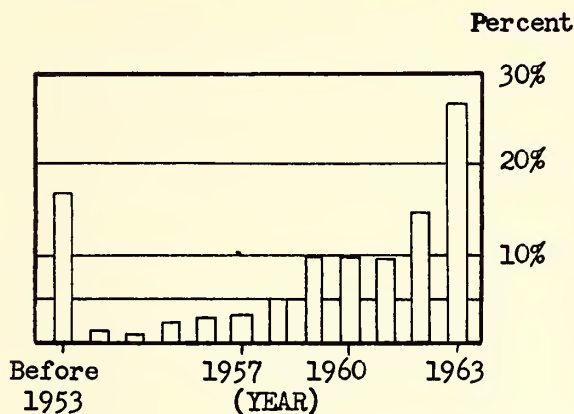
Skiers interviewed while skiing in The Adirondacks report:

(1114) Average number of days of skiing annually: 13.6 Days

(28) Average (mean) expenditure per skier-day: \$ 15.36

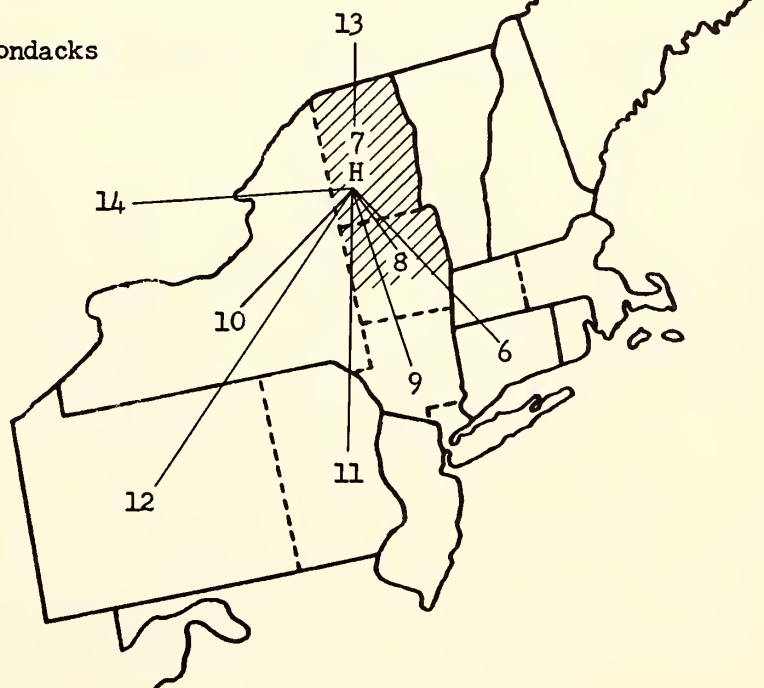
A median income level of: (sample too small)

(1114) Year during which they first began to ski:



Skier-days spent in The Adirondacks were by residents of:

#	Market	Sample	%
7	NY-Adirondack	32	56.3%
10	NY - West.	10	17.5
9	NY - SE & NYC	6	10.5
14	Out NENA-West.	3	5.4
8	NY - Capitol	2	3.5
6	Connecticut	1	1.7
11	NJ & E. Penn.	1	1.7
12	West. Penn.	1	1.7
13	Quebec	1	1.7
		57	100.0%



Sub-sample size

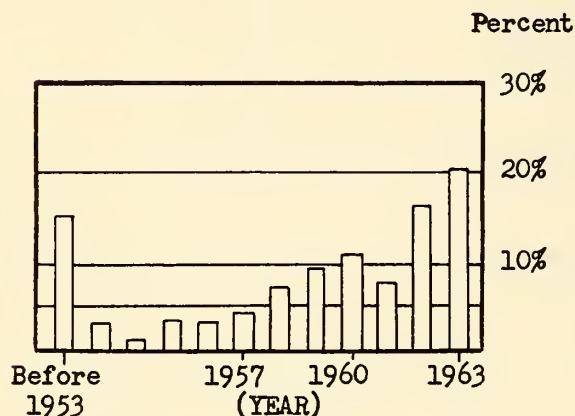
Regional skier market destination:

I- CENTRAL & WESTERN NEW YORK

Central & Western New York contain 10.5% of the total skier capacity in NENA.

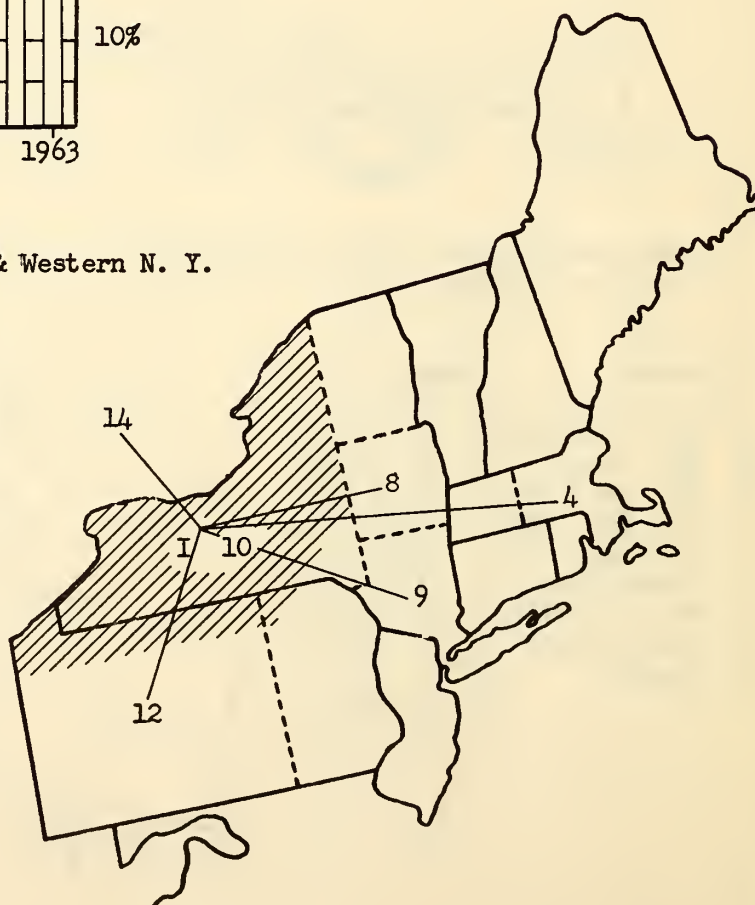
Skiers interviewed while skiing in Central & Western New York report:

- (1298) Average number of days of skiing annually: 16.8 Days
- (77) Average (mean) expenditure per skier-day: \$ 16.82
- (60) A median income level (except students) of: \$ 9,400
- (1298) Year during which they first began to ski:



Skier-days spent in Central & Western N. Y.
were by residents of:

#	Market	Sample	%
10	NY - West.	100	80.7%
14	Out-NENA-West.	15	12.1
12	West. Penn.	5	4.0
9	NY - SE & NYC	2	1.6
4	E. Mass. & RI	1	.8
8	NY - Capitol	1	.8
		124	100.0%



Sub-sample size

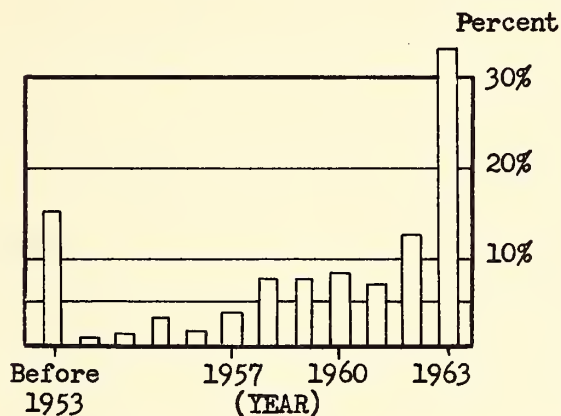
Regional skier market destination:

J- WESTERN PENN., WEST VIRGINIA & MARYLAND

West. Penn., W. Va. & Mary. contain 2.9% of the total skier capacity in NENA.

Skiers interviewed while skiing in West. Penn., W. Va. & Mary. report:

- (655) Average number of days of skiing annually: 9.8 Days
- (31) Average (mean) expenditure per skier-day: \$ 18.23
- (26) A median income level (except students) of: \$ 6,900
- (655) Year during which they first began to ski:



Skier-days spent in West. Pa., W. Va. & Mary. were by residents of:

#	Market	Sample	%
12	West. Penn.	32	64.0%
15	Out NENA-South	12	24.0
14	Out NENA-West.	5	10.0
6	Connecticut	1	2.0
		50	100.0%



Sub-sample size

Regional skier market destination:

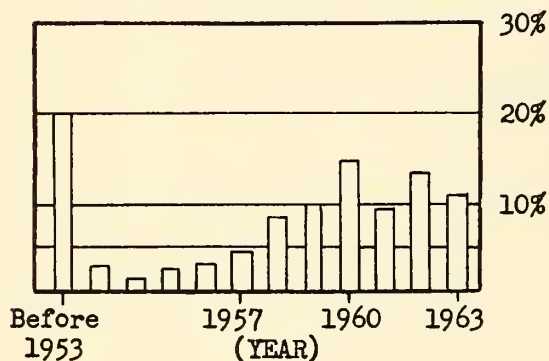
K- QUEBEC

Quebec contains 15.0% of the total skier capacity in NENA.

Skiers interviewed while skiing in Quebec report:

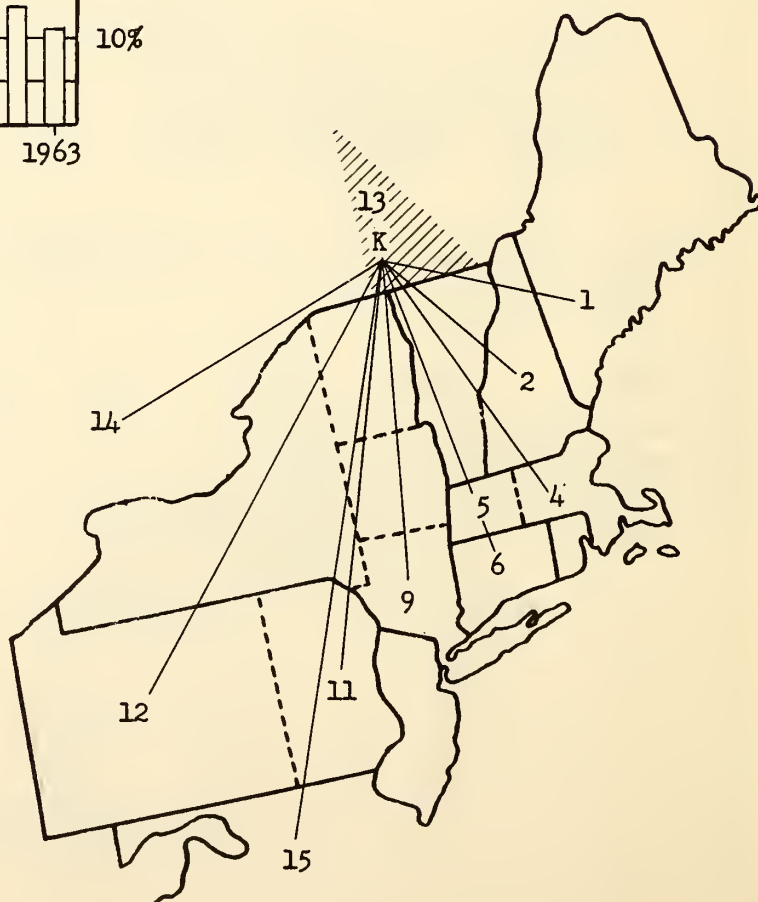
- (3234) Average number of days of skiing annually: 13.9 Days
- (108) Average (mean) expenditure per skier-day: \$ 13.70
- (74) A median income level (except students) of: \$ 8,000
- (3234) Year during which they first began to ski:

Percent



Skier-days spent in Quebec were by residents of:

#	Market	Sample	%
13	Quebec	237	88.3%
14	Out NENA-West.	15	5.5
9	NY - SE & NYC	5	1.8
11	NJ & E. Penn.	3	1.1
1	Maine	2	.6
2	New Hampshire	2	.6
4	E. Mass. & RI	2	.6
15	Out NENA-South	2	.6
5	West. Mass.	1	.3
6	Connecticut	1	.3
12	West. Penn.	1	.3
		271	100.0%



E

MARKET DESCRIPTION

(Sample Size - 951)
(Unless Indicated Otherwise)

Data is presented below both in terms of "SKIERS" and "SKIER-DAYS". The difference is due to varying rates of participation. The reader can utilize the figures best suited to his analysis. Some figures are shown in only one form to avoid misinterpretation.

For example, we show that 61.9% of the skiers in the market area are male, and that they account for 67.6% of the skiing done or "skier-days".

	Percent of Skiers:	Percent of Skier-days Accounted for:
1) <u>Vital Statistics</u> (skiers over 12 years old)		
a. Skiers by sex		
Male skiers	61.9%	67.6%
Female skiers	38.1	32.4
b. Skiers by marital status		
Single skiers	59.6	63.3
Male		40.0%
Female		23.3
Married skiers	40.3	36.6
Male		27.7
Female		8.9
No answer1	.1
c. Skiers by education (23 years old and older) (Sub-sample size - 574)		
	% At Each Level	Cumulative
Grade School5%	
Some High School	4.0	99.5
Graduated High School	11.7	95.5
Some College	21.2	83.8
Graduated College	31.5	62.6
Post Graduate Work	31.1	31.1
		% At Each Level
		Cumulative
		.3%
		2.6
		13.5
		22.0
		31.3
		30.3
		30.3

	Percent of Skiers:	Percent of Skier-days Accounted for:
d. Skiers by occupation groups		
Students	28.8%	30.8%
Professional, Technical & Kindred Workers . . (Dr., Lawyers, Teachers, Engineers, etc.)	28.7	29.1
Clerical & Kindred Workers	11.6	8.9
Managers, Officials & Proprietors, etc. . .	6.6	7.4
Craftsmen, Foremen & Kindred Workers (Ski Instructors)	7.1	7.1
Housewives	7.4	5.8
Sales Workers	4.3	4.8
Laborers, Service Workers, Operatives, etc. .	2.5	3.2
Military Service Personnel8	.7
No answer	2.1	2.2
e. Skiers by Age Groups		
Median age of skiers over 12 . . 26.2 Years		
Median age of all skiers 24.7 Years		
Age 12 - 18	19.6	23.1
Age 19 - 22	19.9	16.5
Age 23 - 30	22.7	23.2
Age 31 - 40	22.6	21.2
Age 41 - 50	13.2	13.6
Over 50	2.0	2.4

	Percent of Skiers:	Percent of Skier-days Accounted for:
f. Skiers by Income Groups (except students) (Sub-sample Size - 658)		
<u>"What is your approximate annual income before taxes and payroll deductions? Housewives please indicate family income level."</u>		
Under \$6,000 annually	33.5%	31.4%
\$ 6,000 to \$ 9,999 annually	23.5	26.4
\$10,000 to \$14,999 annually	21.8	19.4
Over \$15,000 annually	18.1	19.7
No answer	3.1	3.1
Median income	\$8,550	\$8,580

(See Geographic, Section III-D for breakdown of median income of skiers by home region and destination.)

g. Family Skiers

"Do other members of your immediate family ski?"

Yes	67.6%	68.0%
No	31.9	31.1
No answer5	.6

h. Organized Skiers

Skiers belonging to Ski Clubs	19.4	31.2
USEASA members	5.1%*	9.0%*
Non-members	16.3	22.2
Unattached USEASA members	2.4*	3.7*
Non-organized skiers	76.2	65.1
*USEASA Members	7.5	12.7

2) Skier Habits

a. Ski Vacations

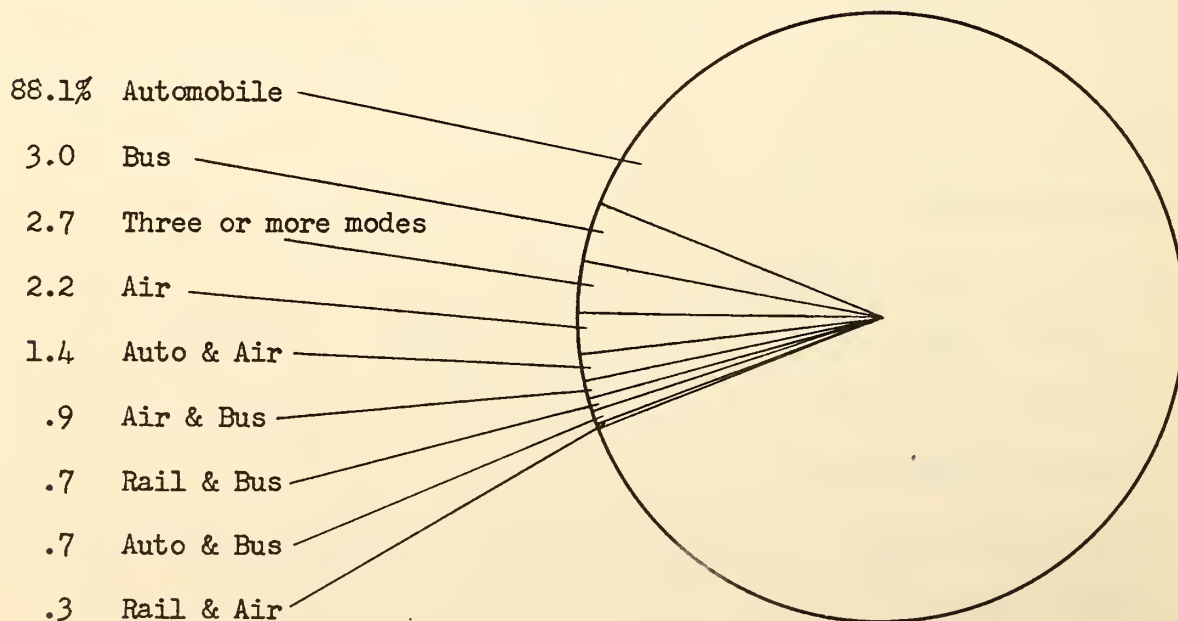
"Did you take a ski vacation during the current ski season?""Did you take a ski vacation during the previous season?"

(By Percent of Skiers)

Sample Size	Total Sample		Skiers With Incomes Over \$15,000
	951		130
	(1962-63)	(1961-62)	(1962-63)
YES	39.2%	27.1%	60.7%
NO	58.2	68.0	39.3
No answer	2.6	4.9	

Among 1962-63 vacation skiers the following modes of transportation were used to reach their vacation destination. (Sub sample size - 443)

(By Percent of 1962-63 Vacation Skiers)











Vacation skiers reported lengths of vacations as follows:

(Sub-sample size - 443)		(Sub-sample size - 443 - 335)		
No. Days away from home	1962-63	No. Days of skiing	1962-63	1961-62
4 - 5	39.7%	under 3	17.8%	11.5%
6 - 7	19.4	4 - 5	37.0	36.4
8 - 9	16.9	6 - 7	20.8	24.2
10 - 11	10.9	8 - 9	13.4	10.6
12 - 13	1.9	10 - 11	2.9	7.7
14 - 15	2.1	12 - 13	2.4	2.2
16 - 17	1.6	14 - 15	2.5	3.3
18 - 19	.1	16 - 17	.6	.8
20 & over	3.5	18 - 19	1.0	.9
no answer	3.9	over 20	1.6	2.4
mean	7.8 Days	mean	6.2 Days	6.9 Days

1962-63 vacation skiers spent an average of

\$ 16.78 per skier-day



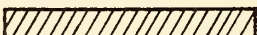













For travel, lodging, food, entertainment, ski equipment
and ski facilities while on vacation.

Amount spent on vacation per skier-day		Percent
less than \$10.00		25.7%
\$10.00 - \$19.99		43.2
20.00 - 29.99		19.1
30.00 - 39.99		4.7
40.00 - 49.99		.7
50.00 - 59.99		2.3
60.00 - 69.99		-
70.00 - 79.00		-
80.00 and over		.4
no answer		3.8

b. Weekend Skiing

"Approximately how many Saturdays, Sundays, and/or Holidays did you ski during the current ski season?"

"Approximately how many Saturdays, Sundays, and/or Holidays did you ski during the previous ski season?"











1962-63	No. weekend days skied		1961-62
30.1%		under 5	 43.0%
26.6		6 - 10	 21.9
17.0		11 - 15	 10.6
11.1		16 - 20	 7.8
5.5		21 - 25	 3.8
3.5		26 - 30	 2.1
4.5		over 30	 3.9
1.7		no answer	 6.9
11.1 Days	mean		8.7 Days

"How much do you spend on an average weekend and/or Holiday ski trip? (Includes expenditures for travel, lodging, food, entertainment and ski facilities.) \$ _____ per day."

Weekend skiers spend an average (mean) of:

\$ 18.06 per skier-day

For travel, lodging, food, entertainment and ski facilities. (See Geographic Distribution, Section III D for breakdown of mean expenditure by skiers by home region and destination.)

Amount spent per skier-day		Percent
less than \$10.00		23.5%
\$10.00 - \$19.99		37.2
20.00 - 29.99		21.1
30.00 - 39.99		6.0
40.00 - 49.99		2.0
50.00 - 59.99		1.2
60.00 - 69.99		.5
70.00 - 79.99		.4
80.00 and over		.4
no answer		7.6

Lodging: (By percent of skiers)

"When you go on a ski trip do you usually stay overnight? Where?"

YES 50.7%

Lodge (two meals)	18.6%
Private Residence	11.4
Motel (no meals)	4.1
Hotel (meals optional)	2.7
Ski Club Cabin	2.0
Dormitory	1.5
Other	10.0
No answer	.4

NO 46.6%

No answer 2.7

A description of two sub-samples as compared to the main sample follows:
(By Percent of Skiers)

	All Skiers	Skiers who usually stay overnight at a private residence	Skiers who usually stay overnight at a ski lodge
Sub-sample Size	951	123	155
	%	%	%
Single	59.6	54.7	59.7
Married	40.3	45.3	40.3
Female	38.1	38.6	50.9
Male	61.9	61.4	49.1
Age: 12 - 18	19.6	16.2	12.4
19 - 22	19.9	21.5	24.3
23 - 30	22.7	23.8	24.0
31 - 40	22.6	26.3	23.7
41 - 50	13.2	10.7	13.7
Over 50	2.0	1.5	1.9
Income: (except students)			
Under - \$ 6,000	33.5	34.3	39.1
\$ 6,000 - \$ 9,999	23.5	22.6	16.5
\$10,000 - \$14,999	21.8	23.2	21.0
Over - \$15,000	18.1	18.5	20.8
No answer	3.1	1.4	2.6
Education: (23 years old and older)			
Less than a college degree	37.4	16.9	44.2
A Bachelor's degree	31.5	33.6	26.4
Graduate School	31.1	49.5	29.4
Geographic distribution:			
Maine	2.9	5.2	1.1
New Hampshire	4.4	1.0	1.5
Vermont	3.0	1.2	1.8
East. Mass. & R. I.	17.4	21.0	21.3
Western Massachusetts	3.6	1.3	2.9
Connecticut	11.6	17.1	12.4
N.Y. - (Adirondack)	2.2	1.5	.2
N.Y. - (Capitol)	3.8	.8	1.6
N.Y. - (S.E., NYC & Long Is)	17.7	24.4	26.3
N.Y. - (Western)	6.3	3.3	7.1
New Jersey & East. Penn.	7.4	6.0	10.1
Western Pennsylvania	3.1	.6	1.9
Quebec, Canada	11.1	8.5	1.1
Outside NENA - West	3.3	2.9	3.4
Outside NENA - South	2.2	5.2	7.3

"When you go for a day's skiing, do you usually use the area eating facilities when they are available?" (Other than for coffee and/or other beverages.)

	Percent of Skiers	Percent of Skier-days Accounted For
YES	71.9%	70.6%
NO	26.7	27.6
No answer	1.4	1.8

c. Midweek Skiing:

"Do you ski during the work or school week?" (Other than weekend, Holidays & vacation periods.)

YES	31.2%
NO	64.6
No answer	4.2

"On the average, during the past few years, approximately how many weekdays (other than weekends, Holidays and vacation periods) did you ski during a month?" (A weekday means all or part of one 24 hour day, Monday through Friday.)

(Sub-sample size 377)

Days of skiing/month	Percent of midweek skiers
1 - 3	55.5%
4 - 8	30.2
9 - 14	4.8
15 - 20	5.8
No answer	3.7

Mean participation 4.5 days/month

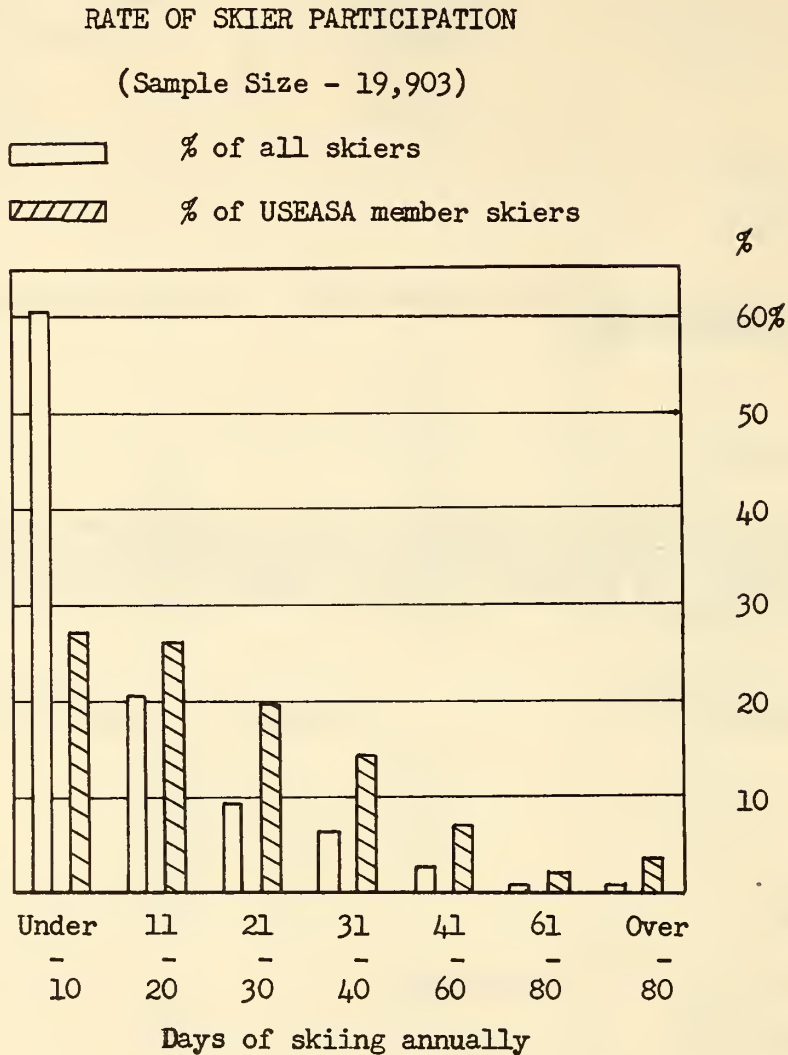
d. Total Skiing:

"Approximately how many days do you usually ski each season?"
(This question was asked in the field. Results shown below compare total field responses to field responses of those receiving and answering the mail questionnaire.)

Average number of days of skiing each season

	Field findings	Sub-sample findings	
		Questionnaires sent	Questionnaires returned
Sample size	19,903	1710	951
Total market	12.7 days	13.4 days	13.9 days
USEASA members	23.5 days	-	23.6 days

Skiers report participation rates as follows:



Figures shown below summarize the past winter's experience. Skiers reported usual season's participation when interviewed on the slopes during the season. Actual participation, as reported after the season, varied. We surmise that the significantly higher rate reported during 1962-63 is due to the unusually good snow winter enjoyed by the industry.

Reported average participation - 1962-63
(Sample size 951)

	All skiers	USEASA members
Days of Vacation Skiing	2.4 days	4.6 days
Days of Midweek Skiing	4.2 days	6.2 days
Days of Weekend & Holiday Skiing . .	11.1 days	16.0 days
Mean days of participation	17.7 days	26.8 days

e. Ski Instruction (Percent of Skiers:)

"Have you ever taken lessons from a certified ski school?"

YES	50.1%
NO	45.1
No answer	4.8

Skiers who have taken lessons occur more often among:

Female skiers	61.1%	YES
Skiers over 40 years old	70.3	YES
Skiers having family incomes in excess of \$15,000 annually	71.6	YES

"Why did you choose the school that you did?" (Sub-sample size - 518)

This was a forced choice question with seven specific answers and an open ended 'other' category.

Forced answer	Percent*
Convenience	60.8%
Reputation of ski school	14.0
Recommended by a friend	9.2
Technique taught	8.4
Cost	5.7
Desire for specific instructor	4.9
Professional reputation of ski school director	4.3
Other	8.8
No answer1

* Will not add to 100% since multiple answers were recorded.

Reasons given after "other" generally fall in the following categories:

1. Participation in a sponsored program (School, College, Club or Resort Package Program)
2. Lesson free with ski rental
3. Classes uncrowded
4. "I took lessons at the ski resort I was at because the people I was with required it."
5. Specialized race training program.
6. Special rates offered on special day.

3) Skier Preferences (Percent of Skier-days Accounted For:)

Seven preference questions were included to provide an indication of consumer attitudes. Question #1 was purposely limited to four choices in order to measure relative demand for extras. One would normally expect the skiing available to be most important. However, since 20.0% indicated some other consideration was the major influence in the decision of where to ski, extras do play a major role in attracting skiers.

"Please mark the consideration you feel is MOST important when you choose an area to ski."

The skiing available	30.0%
The general atmosphere	9.9
The expense	8.5
The supporting facilities (lodge, parking)	3.9

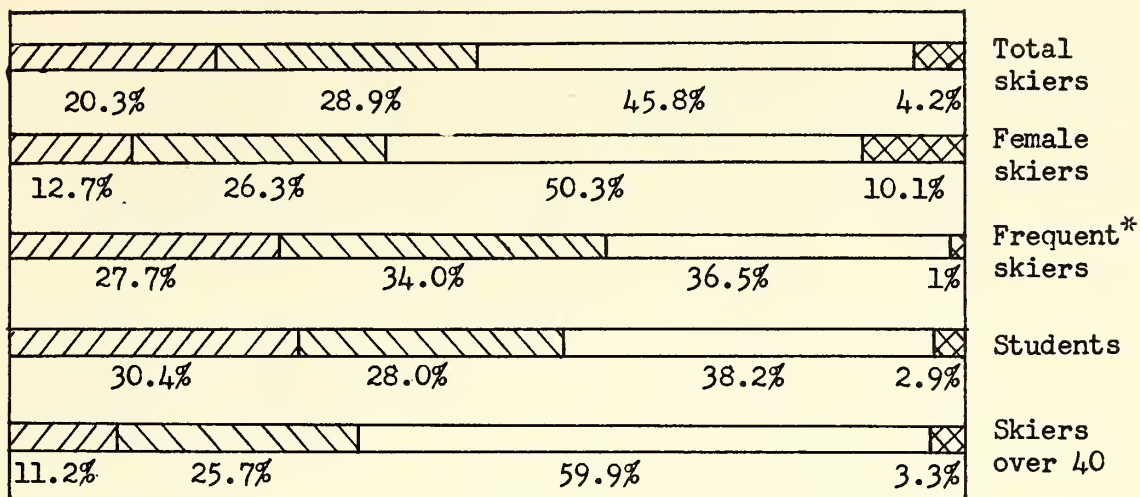
(Will not add to 100% since multiple answers were recorded.)

- a. Slope Preference: A set of questions were included to guide developers when seeking ski terrain.

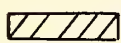
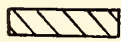
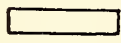
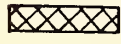
"Please indicate your preference in terrain."

I ski mainly on steep challenging slopes but enjoy an occasional moderate run	20.3%
I ski equally as much on both types of terrain	28.9
I ski mainly on moderate easy slopes but enjoy an occasional steep challenging run	45.8
I ski only on beginners slopes	4.2
No answer8

Terrain preferences among specific groups varied as follows:



TERRAIN PREFERENCE

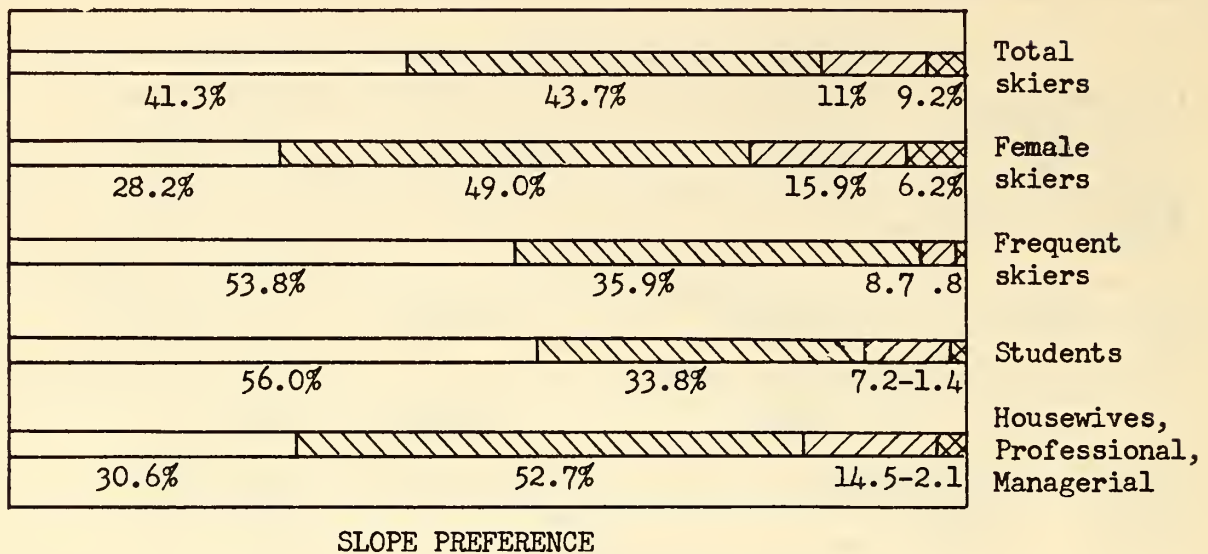
-  I ski mainly on steep, challenging slopes, but enjoy an occasional moderate, easy run.
-  I ski equally as much on both types of terrain.
-  I ski mainly on moderate, easy slopes, but enjoy an occasional steep, challenging run.
-  I ski only beginners slopes.

"Please indicate your preference in moguls (skier made bumps)"

I find them all challenging and fun to ski	41.3%
I enjoy moderate bumps but avoid the extreme	43.7
I hate moguls, but enjoy the natural rolling terrain . .	11.0
I like only smooth slopes	2.9
No answer	1.1

* See definition on page 58

Slope-surface preference among specific groups varied as follows:



- ☐ I find moguls all challenging and fun to ski.
☐ I enjoy moderate bumps, but avoid the extreme.
☐ I hate moguls, but enjoy the natural rolling terrain.
☐ I like only smooth slopes.

b. Lift Preferences: Two questions asked the skiers desires for specific services. Relating price increases were included to measure his/her willingness to pay for these services, and also provide some measure of the intensity of their feelings.

"Assuming a surface lift were satisfactory, are you willing to pay an additional 20% fee to ride up a ski slope on a chair lift?"

YES 40.9%
 NO 57.2
 No answer 1.9

Analysis of sub-grouping uncovered no "significant" differences. All classifications of skiers think much the same concerning this more expensive facility.

"Would you be willing to pay a 10% premium if you did not have to wait in a ski lift line over 5 minutes?"

YES 81.9%
 NO 16.6
 No answer 1.5

Again no significant departures from this pattern appeared in any sub-groupings. 31 respondents (3.3%) considered the question important enough to either double check "YES" or write comments. Several proposals were received concerning solutions to the problem.

c. Competition: Two questions concerning competition brought the following response.

"Would you go to an area specifically to watch a major ski competition? (Class A caliber)"

	YES	NO	NO ANSWER
All skiers	44.0%	55.3%	.7%
Housewives, Professional, Managerial, Sales	33.5	66.5%*	
Students	60.8	39.2 *	
Single skiers	49.4	50.6 *	
Married skiers	34.5	65.5 *	

* Includes no answer category.

"Do you avoid skiing at a ski area, when you otherwise would, if you know a ski competition is to be held there?"

	YES	NO	NO ANSWER
All Skiers	42.3%	55.4%	2.3%
Frequent Skiers	32.3%	67.7%	

There were 128 or 13.4% who answered "YES" to both competition questions.

4) Equipment Ownership:

	Percent of Skiers	Percent of Skier-days Accounted for:
<u>"Do you own your own ski boots?"</u>		
YES	85.9%	93.7%
NO	14.1	6.3
<u>"Do you own your own skis?"</u>		
YES	84.8%	93.2%
NO	15.2	6.8

MARKET DESCRIPTION - SPECIFIC MARKETS

- 1) VACATION SKIERS: Skiers who have taken a ski vacation one or more times during the past two ski seasons.
- 2) FREQUENT SKIERS: Skiers who report that they usually ski 20 or more days each season.
- 3) MID-WEEK SKIERS: Skiers who indicated they they ski during mid-week periods (Monday through Friday) at times other than Holidays and vacations.

(Number of skiers in the sample)	ALL SKIERS	VACATION SKIERS	FREQUENT SKIERS	MID-WEEK SKIERS	1960 U.S. CENSUS NORTHEAST REGION (Persons 25 years and older)
Single	951 %	515 %	526 %	377 %	
Married	59.6 40.3	54.9 45.1	67.0 33.0	48.4 51.6	
Female	38.1	38.9	27.2	36.5	
Male	61.9	61.1	72.8	63.5	
Age: 12 - 18	19.6	15.8	26.1	15.8	
19 - 22	19.9	18.1	15.3	17.7	
23 - 30	22.7	22.8	21.1	16.3	
31 - 40	22.6	23.6	21.2	26.0	
41 - 50	13.2	17.1	14.0	20.8	
Over 50	2.0	2.6	2.3	3.4	
Income: (except students)					Personal Income % Family Income %
Under \$6,000	33.5	25.4	30.6	24.0	71.7 47.7
\$ 6,000 - \$ 9,999	23.5	22.3	28.3	20.1	20.8 34.4
\$10,000 - \$14,999	21.8	24.5	17.9	24.2) 7.5 12.2
Over \$15,000	18.1	25.0	20.1	26.7) 5.7
No answer	3.1	2.8	3.1	5.0	
Median	\$8,550	\$9,840	\$7,400	\$10,700	\$4,480 \$6,191

Education: (Skiers 23 years & older)		574	335	306	232	
Sub-sample size						
Grade School		.5%	.1%	.2%	-	38.7%
Some High School		4.0	.8	4.1	3.0	20.3
High School Graduate		11.7	12.0	15.4	10.2	25.2
Some College		21.2	18.8	22.8	23.0	7.7
College Graduate		31.5	34.7	27.5	30.3	8.1
Graduate School		31.1	33.6	29.9	33.5	
Median years comp.		16	16	16	16	10.7
Occupation: (Employed persons)						
Sub-sample size		603	336	333	238	
Professional, etc.		45.0	49.1	42.5	43.3	12.0
Clerical, etc.		18.2	11.6	13.5	13.5	16.3
Craftsmen, etc.		11.2	11.0	10.3	16.1	13.9
Managers, etc.		10.3	14.7	12.1	13.1	9.2
Salesmen, etc.		6.8	7.0	9.1	4.6	7.3
Labor, Operatives, Services, etc.		5.2	4.6	8.6	5.2	35.8
No answer		3.3	2.0	3.9	4.2	5.5

IV

LIMITATIONS

Statistical accuracy depends upon obtaining a representative sample and collecting correct data.

1) Limitations of the Representative Sample:

Sample design and selection is discussed in the Appendix under Methodology. The sample achieved is subject to some bias, but generally meets the criterion of a random sample. While bias due to allowing a skier who participates more often a greater chance of selection has been adjusted for, a similar bias is present due to the probable higher chance of selection afforded a "harder" skier. Lift line interviews may have allowed this skier more chances of selection although techniques utilized minimized this possibility. Some bias is present through failure to obtain cooperation from all skiers initially approached. Reports from the field indicated that very few refusals were encountered during Stage I collection. Names and addresses were collected from 1,710 skiers. No names were collected from children under 12 years. Thus, since children comprised 9.5% of the field sample, this indicates that only some 92 skiers refused to cooperate in the Stage II mail survey.

Limitations Due to Sampling Bias:

There is bias in the size findings due to failure to obtain correct factual information. The extent of this bias is discussed under Section III, A "SIZE".

Frequency of participation findings may include bias due to the conversion of answers such as "every weekend" or "every other weekend" into days. Respondents may consider the ski season to last from January 1 through March 31, whereas interviewers were instructed to use December 22 through April 15 as the season. The researcher considers this bias to be minimum since results of the mail questionnaire for 1961-62 are similar to the field findings.

The use of the forced choice technique in the preference questions assumes the skier sees the preference as the question states. Such assumption may not be valid.

Findings are valid for the described market only.

3) Limitations Due to Respondent Bias:

A sub-sample of 100 non-respondents to the mail questionnaire was conducted and is included in the Appendix, Section C. Findings differ somewhat from the main findings. Significant differences appear in the percent who took a winter ski vacation and to a slight extent in the percent who ski during mid-week periods. Both findings were less among the sub-sample. Further analysis shows the sub-sample generally contains a younger group, which would explain the above variations. The researcher believes this difference is due to the fact that more of the sub-sample who were not reached are among the older, more educated, employed persons and thus the students are overrepresented in this sub-sample.

V

QUANTITATIVE ANALYSIS

The following analysis combines various quantitative findings of the survey and compares them with reported ski area capacities in order to establish some benchmark relating the supply-of to demand-for ski facilities. Data is presented in a common form, Annual Skier-Days. A skier-day represents one skier skiing one day. The relationship between supply and demand shown here does not necessarily measure the degree of profitability of ski areas. It is beyond the scope of this report to determine where break-even occurs in this industry.

This analysis of necessity makes several key assumptions concerning the daily skiing demand of the average skier and the length of the average winter. The reader is cautioned against using the findings and conclusions prior to reading and evaluating the method used.

Similar quantitative analysis can be performed for various geographic regions and destinations by utilizing the data given on the Geographic plates in Section III D and the capacity data shown in Table I. A breakdown of the regional market percentage of vacation and mid-week skiers is given in Table J.

A

FINDINGS

The three types of skier markets used throughout the survey are shown below and their capacity vs. usage shown for the 1962-63 ski season.

Skier Markets	Annual Skier-Days	
	Ski Area Capacity (Supply)	Ski Area Usage (Demand)
Weekend and Holiday periods	4,051,014	4,950,000
Vacation periods	3,586,430	1,090,000
Mid-week periods	6,137,900	1,880,000
TOTAL	10,188,914	7,920,000

* Included in other two totals. Available at vacation oriented areas only.

B

1962-63 SKI FACILITY USAGE1) 1962-63 Total Usage

There were approximately 7,920,000 annual skier-days of skiing accomplished by 447,600 skiers in Northeast North America during the winter of 1962-63.

2) 1962-63 Usage of Vacation Skiing Facilities

There were 1,090,000 days of vacation skiing accomplished during the 1962-63 ski season by this skier market. Some of these days were at ski areas outside of Northeast North America.

Two steps were necessary to produce this figure:

Step 1: 1962-63 vacation skiers were separated from the total market of 447,600. There were 175,000 vacation skiers.

Step 2: These 175,000 vacation skiers were converted to vacation skier-days by multiplying by the weighted average days skied during vacation.

3) 1962-63 Usage of Weekend & Holiday Skiing Facilities

There were 4,950,000 days of weekend & Holiday skiing accomplished during the 1962-63 ski season by skiers in Northeast North America.

One step was necessary to produce this figure. Total skiers were multiplied by weighted average weekend and Holiday days of skiing reported.

4) 1962-63 Usage of Mid-week (non-weekend & vacation) Ski Facilities

There were 1,880,000 days of midweek skiing accomplished during the 1962-63 ski season by skiers skiing in Northeast North America.

Two steps were necessary to produce this figure.

Step 1: 1962-63 mid-week skiers were separated from the total 447,600. There were 140,000 mid-week skiers.

Step 2: The 140,000 mid-week skiers were multiplied by the weighted average number of mid-week days skied to obtain the total number of mid-week days of skiing accomplished.

C

1962-63 SKI AREA CAPACITY

1) Concept

Ski areas can be divided into three major categories based upon markets. This breakdown is useful for evaluating the economic potential of an area as well as planning for necessary facilities. Ski Areas cater primarily to:

a. Vacation Skiers: Vacation oriented ski areas are characterized by relatively remote location, luxury of facilities, variety of terrain and relatively dependable snow conditions. These areas are generally found on the larger mountains and include a multi-lift complex, and spacious base lodge. A concentration of eating and overnight facilities can be found nearby.

b. Weekend Skiers: Weekend oriented ski areas are characterized by somewhat limited ski terrain, (in comparison to Vacation Areas) relative ease of access, and a minimum of supporting facilities, yet located in snowbelts. These areas can be found between population centers and the Vacation oriented areas. They depend upon a weekend influx of skiers interested in skiing with a minimum of travel.

c. Day Skiers: Areas oriented to the day skier are located within an hours drive of a major center of population. They are characterized by severely limited terrain. Many include lights and/or snowmaking equipment. Their business is generated mainly by their convenient location.

Most vacation oriented areas receive an influx of weekend skiers, and some day customers. The "day" areas generally experience overflow crowds on weekends. Thus, weekend skiers determine the peak need for facilities while the other markets may make the difference between profit and loss.

2) Technical Note:

The figures used state ski area capacity in vertical transport feet per hour. Total ski season capacity is based upon assumptions shown below:

a. The average skier demands 8,000 vertical feet of skiing per day. (This is four trips on a slope with a 2,000 foot vertical drop or 16 trips on a 500 foot drop).

b. The average skier begins his/her day's skiing at 10 AM and, unless a one hour lunch break is taken, completes skiing by 3 PM. Practically speaking capacity is based upon 5 hours of operation daily.

c. On the average, a ski area can provide skiing for 80% of the available days in any season. This means:

33	Weekend & Holiday days
50	Mid-week days
83	Total days of skiing

The figures shown here are based upon data gathered at 170 ski areas during the winter of 1962-63. This total includes almost all cable lifts in the geographic area of this study. Rope tow figures have been included separately due to the very uncertain nature of their operation from season to season and the widely varying claims of uphill capacity. Rope tow figures are a combination of facts gathered during this study and educated guesses where operations of unknown capacity are known to exist. A detailed breakdown by VTF/hr is shown in the Appendix (Table I).

3) Total Capacity

The total ski operations in Northeast North America made available 4,051,014 skier days of Weekend & Holiday skiing and 6,137,900 skier days of mid-week skiing during the 1962-63 ski season.

Cable lifts offered 3,390,651 skier days of weekend & Holiday skiing and 5,137,350 skier mid-week days.

*Editors note: It is important to note that the average skier demands 8,000 feet within the 10 a.m. to 3 p.m. day (mentioned in 2b). A skier skiing a longer day may demand more verticle feet.

4) Vacation Capacity

Vacation oriented ski areas offered 3,586,430 skier days during 1962-63. 1,425,930 of these days were available during weekend and Holiday high use periods.

5) Technical Note

Two steps were necessary to produce these figures:

Step one: Total capacity in Vertical Transport Feet per hour for all ski areas in Northeast North America was divided by 1,600 VTF/hr. (8,000 VTF/day over a period of 5 hours) the average demanded by one skier.

Step two: The resulting figure 122,758 represents the number of skiers that all ski areas combined are able to support at any one time. 122,758 skier days of skiing available on any one winter day was then multiplied by an average winter of 33 Weekend and Holiday days of skiing.

A similar procedure produced the mid-week supply as well as figures on cable lifts only.

Vacation capacity was computed the same way using VTF/hr figures from only those ski areas described by the researcher as "vacation" oriented. In interpreting these figures one must realize that many of the 3,586,430 "vacation" skier days available were used by "weekend" and "day" skiers.

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APPENDIX

A

METHODOLOGY

1) Research Design

The problem of measuring and describing the skier market in quantitative and qualitative terms required a descriptive study. A two stage statistical study of skiers was used to allow the researcher to present the required data from the consumers point of view. The objective was to obtain data to assess the economic potential of facilities to serve the sport, therefore, quantitative data had to be a function of participation, thus ruling out measures of either capacity of facilities or sales of equipment.

The first stage required the collection of data designed to measure the total number of skiers, the number of days skied annually and the season the skier first started to ski. A 10% sub-sample of first stage interviewees were asked to participate in the second stage of the research.

The second stage required the collection of data designed to describe the skier, his/her habits, selected preferences and socio-economic characteristics.

2) Data Collection

Field interviewers collected first stage data directly from skiers selected by random methods from ski slopes throughout the geographic area of the study. Selected skiers were asked five factual questions. Responses were recorded by check mark on a prepared form (see Sheet #2, under DETAILED DATA COLLECTION PROCEDURES). Every tenth interviewee (if over 12 yrs) was asked to participate in the more detailed Stage II study. Field Interviewers recorded names and addresses of willing participants.

Second stage data was collected by mail questionnaire. (A copy of the questionnaire appears under DETAILED DATA COLLECTION PROCEDURES). One mailing of 1,710 questionnaires yielded 951 useable returns. No followup mailings were made.

This method of data collection provided the maximum amount of correct information. Slope interviews were necessary to reach a representative sample of skiers since skiers form too small a segment of the total population to reach economically through telephone, or other geographic interviewing techniques.

Slope interviews were also necessary to collect a representative mailing list. Slope interviews were kept short, both to motivate maximum participation

and obtain a large sample in a minimum amount of time. While the lift line interview situation used provides the most practical method of obtaining a representative sample, the interview is conducted out of doors in winter weather. It is therefore important to keep the interview as short as possible. The second stage was used to obtain the detailed information which could not be obtained in the field. Mailing the questionnaire to every tenth respondent rather than distributing them on the slopes accomplished the following objectives:

- 1) Questionnaires were not distributed until the end of the ski season, therefore allowing the collection of comparable data on total season's activity.
- 2) Questionnaires arrived at the respondent's home, minimizing the chance of either getting lost or being given to another skier to fill out and return.
- 3) Complete control and analysis of who receives and who returns a questionnaire was possible.

3) Sample Design

a. The Universe: The universe sampled consisted of all skiers participating in the sport, at an identifiable ski area during the 1962-63 ski season, in Northeast North America.

b. The Geographic Boundaries: The Northeast North America includes the states of West Virginia, Maryland, Pennsylvania, New Jersey, New York, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, the southwestern half of Maine and the Laurentian and eastern township zones of Quebec. (See map on page 15)

c. A "Skier": A skier as used in this study includes any person with ski equipment who is riding, or in line to ride, uphill on a ski lift.

d. A "Ski Area": A ski area as used in this study includes all identifiable sites where participants engage in the sport of skiing and have a ski lift to transport them to the top of the slopes. Ski areas included in this study were obtained from published and non-published sources as listed below:

"The American Ski Directory", November 1961

"Ski Faring", 1961-62 Edition

Membership list of National Ski Area Association, Inc.

List of all registered passenger tramways from the N. H. State Passenger Tramway Safety Board

List of Vermont Passenger Tramways.

Mailing list of New York State Ski Centers from the N.Y.S. Dept. of Commerce.

e. Size of Sample: 19,903 skiers were contacted during phase I of the study. 1,710 skiers were contacted during phase II.

Phase I determined the size of the skier market by obtaining the proportion of the sample holding membership in the United States Eastern Amateur Ski Association. Original estimates placed this proportion at 2%, thus requiring 20,000 interviews to obtain the desired statistical accuracy

of $\pm .2\%$ (10% of 2%) at the 95% confidence interval. Actual findings placed the percentage at 5.60% thus providing greater statistical accuracy.

Phase II determined habits, preferences and makeup of the market. Original plans were based upon 600 returns providing statistical accuracy of $\pm 3.5\%$ (15% of 25%) or better for findings between 25% and 75% of the sample. Actual returns of 951 provided greater statistical accuracy.

f. Procedure of Sample Selection: 24,000 skiers were selected (we expected 20% would not cooperate) by random methods, by listing every ski area, categorizing them by capacity and period of operation, then selecting a proportionate number of interviews to be accomplished at each category of areas.

First classification was made on the basis of theoretical capacity of the ski area by estimating the ski area's Vertical Transport feet/hour (VTF/hr). VTF/hr is the total vertical rise of every ski lift at the area times the rated safe capacity of each lift in skiers per hour.

Category 0	Over 5,000,000 VTF/hr
" 1	3,000,000 to 5,000,000 VTF/hr
" 2	1,000,000 to 3,000,000 VTF/hr
" 3A	500,000 to 1,000,000 VTF/hr (Daily Operation)
" 3B	500,000 to 1,000,000 VTF/hr (Weekends & Holidays)
" 4A	Under 500,000 VTF/hr (Daily Operation)
" 4B	Under 500,000 VTF/hr (Weekends & Holidays)

Sample distribution was computed as shown on Chart A-1

Chart A-1 shows anticipated vs actual sample distribution. The final decision on the actual number of interviews gathered at any area was governed by the estimated number of skiers at the area on the day of the interview. Interviewers obtained a 10% sample or a minimum of 30 interviews. Areas were categorized to arrive at some basis for assignments. (As the field work progressed it became very evident that we had overestimated the average crowds at category 4 areas. 37 of these assignments were subsequently canceled and interviewers instructed to revisit category 0 and 1 areas. This decision, while not strictly in accord with proper sampling technique, was made for practical purposes and does provide a more representative sample than holding to the original design.)

Second, 10 days were randomly selected out of the period of the ski season, December 22 to April 15. (7 weekend & Holiday and 3 midweek days)

Third, using a random selection process, thereby letting every area have an equal chance of being visited on one of the ten days, the interview day for each of the areas was selected.

Finally, interviewers selected skiers to interview on a systematic basis. Interviews were conducted at all ski lifts at the assigned area in proportion to the number of skiers using that lift. Every 10th skier beginning with the 3rd skier in line when the interviewer began interviewing, was asked to participate. When interviewers could determine that a skier had previously been approached in the survey, he was not interviewed again.

CHART A - 1

SAMPLE DISTRIBUTION AMONG SKI AREAS

Sat. wknd & Holi.	Aver. skier (expected crowd)	No. ski areas in cat.	Category capacity	%	Aver. interview per area	No. Areas in sample		No. of Interviews	
						plan	act.	Estimated	Actual
0	5,000	3	15,000	8.7	500	3	6	1,480	3,000
1	3,200	8	25,600	14.9	320	8	17	2,520	4,114
2	1,600	39	62,400	36.3	160	39	39	6,180	4,981
3A	600	58	34,800	20.3	60	71	65	3,450	2,785
3B	600	13	7,800	4.5	60			760	480
4A	150	35	5,250	3.0	30	88	51	510	761
4B	150	140	21,000	12.4	30			2,150	1,167
sub total								17,050	17,288

Mid-
week

0	1,200	3	3,600	17.9	120	4	4	535	394
1	500	8	4,000	19.9	50	12	12	595	638
2	200	39	7,800	38.8	30	39	30	1,160	1,060
3A	50	58	2,900	14.5	30	15	9	435	308
4A	50	35	1,750	8.7	30	9	7	260	215
sub total								2,985	2,615

TOTAL	20,035	19,903
-------	--------	--------

g. Summary: Sample design and selection: Every skier skiing at one of the 296 identified ski areas in the described geographic region of Northeast North America had equal chances of being interviewed, except that these chances increased as the skiers rate of participation increased. Sample design was controlled to the extent that more interviews were taken at areas expected to attract a larger proportion of total skiing. The final sample contains a more than proportionate share of interviews from Category 0 and 1 areas when compared on a capacity basis. However, a more than proportionate share of skiing is done at these areas due to better facilities, more dependable snow conditions and a longer season.

Practical considerations will not allow the analysis of the data as a stratified random sample. The design achieved is at least as good as a simple random sample and can be said to be representative.

4) Field Work: (Stage 1)

Ten field regions were established and Regional Field Supervisors hired to carry out the Phase I collection. Supervisors with one exception were all college students and obtained through either the Dean of Men's office or their respective placement office.

Supervisors were hired following a campus interview by a representative of the research organization. The research director personally interviewed and hired Supervisors at seven of the ten regions. Supervisors were all provided with a manual of instructions and procedures, specific ski area assignments, and interview materials for their field interviewers who were selected by these ten Supervisors.

Generally, Interviewers displayed a responsible attitude and proved competent on the slopes. Where isolated cases of poor field procedures or incorrect collection of data were evident, the work was not utilized and if possible was redone.

Field Work: (Stage 2)

Stage 2 work was all accomplished from the home office and under the personal supervision of the Director of Research. Mail Questionnaires were serially numbered and recipients were entered on a master mailing list. All data were coded and entered on punch cards for tabulation. Tabulation was accomplished under the personal supervision of the Director of Research.

Section E of the Appendix contains the detailed instructions to field interviewers with copies of all recording sheets and a copy of the mail questionnaire.

B

CALCULATIONS

1) Statistical Confidence Limits:

Sample %	95% Confidence limits		
	19,903 skier sample	1,710 skier sample	951 sample
90 - 10	$\pm 0.44\%$	$\pm 1.5\%$	$\pm 1.9\%$
80 - 20	-	± 1.9	± 2.6
70 - 30	-	± 2.2	± 3.0
60 - 40	-	± 2.4	± 3.2
50	-	± 2.4	± 3.2

For example: The computed percentage of skiers who took a ski vacation is 39.2%. This finding was from the smallest sample (951). To determine the statistical limits one would look at the table under "951 sample" and opposite the 40% sample percentage. The limits are $\pm 3.2\%$. Therefore statistical accuracy tells us that chances are 95 in 100 that the true universe percentage is between 36.0% and 42.4%.

2) Approximate days of skiing annually:

Class	Mid-point	Reciprocal
Under 10	5.0	1/5.0 or .2000
11 - 20	15.5	1/15.5 or .0645
21 - 30	25.5	1/25.5 or .0392
31 - 40	35.5	1/35.5 or .0282
41 - 60	50.5	1/50.5 or .0198
61 - 80	70.5	1/70.5 or .0142
Over 80	90.0	1/90.0 or .0111

3) USEASA Average Membership:

Date	Interviews Collected	%	USEASA Membership as of:
Dec. 27			19,165
Jan. 4	2,050	10.3%	
Feb. 5			24,272
Feb. 9	1,220	6.1	
Feb. 11			24,843
Feb. 17	5,686	28.6	
Feb. 20			25,458
Feb. 28	1,898	9.5	
Feb. 27			26,011
Mar. 3	3,233	16.2	
Mar. 8			26,595
Mar. 10	1,210	6.1	
Mar. 13			26,745
Mar. 17	3,475	17.5	
Mar. 29			27,528
Mar. 31	1,131	5.7	
		<u>Weighted Average</u>	25,063

4) Size of Northeast U. S. Market only:

The calculations below were conducted from data gathered only in the U.S.A. (Canadian data were subtracted). This calculation was necessary to compare size findings from membership data with findings from subscription data since no Canadian subscription data were available.

Skiers Interviewed	16,655
Total USEASA Members	2,057
Percent Membership (after adjustment)	6.52%
Average USEASA Membership	25,186

Thus, if 25,186 skiers represent 6.52% of the market; the market size is 386,288 skiers.

Geographic distribution of respondents:

The below listing compares the geographic distribution of mail questionnaire respondents to the geographic distribution of the compiled mailing list.

Market Source Region	Percent	
	Mailing List	Respondents
1. Maine	4.05%	4.94%
2. New Hampshire	5.96	5.68
3. Vermont	5.38	5.46
4. Eastern Massachusetts & Rhode Island	15.50	16.70
5. Western Massachusetts	4.50	3.99
6. Connecticut	9.54	9.77
7. New York - Adirondack	2.69	3.15
8. New York - Capitol	3.86	4.41
9. New York - S.E., N.Y.C. & Long Island	13.23	12.40
10. New York - Western	7.84	8.83
11. New Jersey & Eastern Pennsylvania	5.67	5.78
12. Western Pennsylvania	2.75	3.15
13. Quebec, CANADA	14.70	11.12
14. Outside NENA - West	2.98	3.05
15. Outside NENA - South	1.35	1.57

C

Sub-sample of 100 non-respondents

A sub-sample of 100 of the 759 non-respondents was selected by random methods in late May. 68 were contacted by telephone or follow up questionnaires and answered in 4 selected questions plus the classification section. 19 non-respondents were not reached due to the unavailable listing of a telephone number for the name spelled as we had recorded it. Experience indicates that a large portion of these 19 most likely spelled their names some other way. 13 were not reached due to failure to answer the telephone after four to six attempts.

Findings of the sub-sample as compared to the main sample are shown below.

"Did you take a winter ski vacation during the current (1962-63) ski season?"

	Main Sample	Sub-sample
YES	39.2%	26.8%
NO	58.2%	68.8%
No answer	2.6%	4.4%

If yes, "How many days were you away from home during this vacation?"

Days Away	Main Sample	Sub-sample
4 - 5	39.7%	28.3%
6 - 7	19.4	30.2
8 - 9	16.9	-
10 - 11	10.9	9.7
12 - 13	1.9	14.4
14 - 15	2.1	5.6
16 - 17	1.6	1.5
18 - 19	.1	-
20 & over	3.5	-
No answer	3.5	-
MEAN	7.8 Days	7.6 Days

"Do other members of your immediate family ski?"

	Main Sample	Sub-sample
YES	67.6%	64.2%
NO	31.9%	31.8%
No answer	.5%	4.0%

"Do you ski during work or school weekdays?" (Other than weekends,
Holidays and vacation periods.)

	Main Sample	Sub-sample
YES	31.2%	26.5%
NO	64.6	67.5
No answer	4.2	6.0

Skier Classification

	Main Sample	Sub-sample
SINGLE	59.6%	62.0%
MARRIED	40.3	38.0
FEMALE	38.1	38.7
MALE	61.9	61.3

Occupation

	Main Sample	Sub-sample
Students	28.8%	52.6%
Professional, etc.	28.7	15.3
Clerk, etc.	11.6	4.3
Managers, etc.	6.6	11.5
Craftsmen, etc.	7.1	6.6
Housewife	7.4	6.5
Sales	4.3	2.0
Labor	2.5	1.2
Military	.8	-
No answer	2.1	-

Age

	Main Sample	Sub-sample
12 - 18	19.6%	39.7%
19 - 22	19.9	12.0
23 - 30	22.7	16.8
31 - 40	22.6	11.4
41 - 50	13.2	16.8
Over 50	2.0	3.3
Median	26.2 Years	21.6 Years

Education (23 Years Old and Older)

	Main Sample	Sub-sample
Grade School	.5%	-
Some High School	4.0	2.8
Graduated High School	11.7	28.6
Some College	21.2	17.1
Graduated College	31.5	31.2
Post Graduate Work	31.1	20.3

Income (except students)

	Main Sample	Sub-sample
Under \$ 6,000 annually	33.5%	13.3%
\$ 6,000 to \$ 9,999 annually	23.5	39.1
\$10,000 to \$14,999 annually	21.8	14.4
Over \$15,000 annually	18.1	16.0
No answer	3.1	17.1
Median	\$8,550	\$8,870

Geographic Distribution

	Questionnaires Sent	Main Sample	Sub-sample
Sample size	1710	951	68
1) Maine	2.8%	3.9%	5.3%
2) New Hampshire	4.4	3.8	9.4
3) Vermont	3.0	3.0	3.2
4) Eastern Mass. & R. I.	17.4	17.9	17.9
5) Western Massachusetts	3.6	3.3	3.0
6) Connecticut	11.6	11.5	10.7
7) N.Y. - Adirondack	2.2	2.6	7.6
8) N.Y. - Capitol	3.8	4.5	-
9) N.Y. - SE; NYC & Long Island	17.7	17.3	12.0
10) N.Y. - West	6.3	7.1	1.3
11) New Jersey & East. Penn.	7.4	7.3	6.4
12) Western Pennsylvania	3.1	3.0	1.3
13) Quebec, CANADA	11.1	8.6	16.3
14) Outside NENA - West	3.3	3.1	3.9
15) Outside NENA - South	2.2	3.1	1.7

TABLES:

The following tables summarize selected findings concerning various sub-classifications of the skier market. Data is shown in terms of "skiers" or "skier-days accounted for". Figures shown under the heading "By percent of skier-days accounted for:" automatically weight findings by the respondent's reported frequency of participation. Findings concerning expenditures, preferences and habits are more meaningful when expressed in these terms. In simple terms this weighting gives the skier a voice in proportion to the amount of skiing he/she does. Figures should be interpreted thusly.

Looking at Table A, one can say: "Skiers who account for 83.2% of the skier-days spent by Frequent Skiers are willing to pay an additional 10% for not having to wait in a lift line over 5 minutes."

and

Looking at Table C, one can say: "Skiers who account for 66.3% of the skier-days spent by skiers age 31 - 40 generally use the area eating facilities."

and

Looking at Table D, one can say: "Skiers who account for 100% of the skier-days spent by skiers with an annual income of over \$ 15,000 (19.7% of all skier-days, as shown on page 44) spend an average of \$ 26.49 per skier/day when on a weekend ski trip."

TABLE A

Selected findings

categorized by ski habits:

(By percent of skier-days accounted for:)

	All skiers	Vacation skiers	Midweek skiers	Frequent skiers
Sub-sample size	951	510	378	526
All challenging	41.3%	48.0%	46.3%	53.8%
Slope Preference Moderate bumps	43.7	40.4	41.0	35.9
Rolling terrain	11.0	9.2	10.6	8.7
Smooth slopes	9.2	1.5	1.3	.8
Steep, difficult	20.3	24.9	21.4	27.7
Terrain Preference All types	28.9	32.5	30.4	34.0
Moderate, easy	45.8	39.8	44.4	36.5
Beginners slopes	4.2	2.2	2.9	1.0
Usually stay overnight when on a ski trip	51.2	68.8	50.8	51.1
Willing to pay additional 20% for chair lift	40.9	43.3	43.1	39.5
Willing to pay additional 10% for 5 minute line	81.9	81.6	83.9	83.2
Expenditures on weekend ski trip in Dollars per skier/day Under - \$10	23.5	17.8	24.9	27.4
\$11 - \$20	37.2	37.0	29.9	36.5
\$21 - \$30	21.1	24.1	22.5	18.4
\$31 - \$40	6.0	7.5	6.6	5.5
\$41 - \$50	2.0	2.7	3.2	1.9
\$51 - \$60	1.2	1.2	1.3	.8
Over - \$60	1.3	2.4	1.8	1.2
No answer	7.6	7.3	9.8	8.4
MEAN	\$18.06	\$20.37	\$19.14	\$16.90

TABLE B

Selected findings

categorized by social characteristics:

(By percent of skiers)

	Male skiers	Female skiers	Single skiers	Married skiers	Family skiers
Sub-sample size	644	308	603	348	647
Have taken ski lessons from certified school	43.4%	61.1%	44.9%	57.9%	52.5%
Took ski vacation '63	39.2	39.4	34.6	46.1	42.4
Ski during midweek	32.0	29.9	25.3	40.0	32.7

(By percent of skier-days accounted for:)

Use area eating facilities	69.7%	72.4%	73.0%	66.4%	69.9%
Slope Preference	All challenging	47.5	28.2	48.9	28.2
	Moderate bumps	41.1	49.0	39.0	51.7
	Rolling terrain	8.7	15.9	7.8	15.8
	Smooth slopes	1.4	6.2	3.2	2.6
Terrain Preference	Steep, difficult	23.9	12.7	23.7	14.4
	All types	30.1	26.3	31.2	25.0
	Moderate, easy	43.6	50.3	40.5	54.9
	Beginners slopes	1.4	10.1	3.8	4.9
Usually stay overnight when on a ski trip	48.8	56.2	53.2	47.7	48.5
Willing to pay additional 20% for chair	43.2	36.0	40.3	42.0	40.0
Willing to pay additional 10% for no line	84.5	76.6	81.7	82.2	82.5
Would go to area to watch ski competition	41.3	49.7	49.4	34.5	44.4
Avoids skiing at area with ski competition	42.7	41.6	39.3	47.4	43.7

TABLE C

Selected findings

categorized by age:

(By percent of skiers;)

	12 - 18	19 - 30	31 - 40	Over 40
Sub-sample size	220	378	202	152
Have taken ski lessons from certified school	38.1%	47.6%	51.8%	70.3%
Took ski vacation 1963	33.9	36.0	43.0	49.5
Ski during midweek	25.1	24.9	35.9	49.9
Belongs to ski club	26.2	17.9	23.2	21.7
Belongs to USEASA	5.8	5.3	10.5	11.2

(By percent of skier-days accounted for:)

Use area eating facilities	75.5%	71.4%	66.3%	67.1%	
Usually stay overnight when on a ski trip	33.6	59.8	55.9	48.7	
Willing to pay additional 20% for chair	35.0	42.3	39.6	47.4	
Willing to pay additional 10% for no line	82.3	83.1	76.9	85.5	
Would go to area to watch ski competition	63.6	43.7	32.2	32.2	
Avoids skiing at area with ski competition	38.6	38.6	48.0	49.3	
Expenditures on weekend ski trip in Dollars per skier/day	Under - \$10	53.1	19.1	9.4	10.5
	\$11 - \$20	25.4	45.5	38.6	27.0
	\$21 - \$30	3.2	20.2	33.2	33.6
	\$31 - \$40	1.8	6.6	7.4	8.6
	\$41 - \$50	.5	1.3	3.4	3.9
	\$51 - \$60	1.4	1.1	1.0	1.3
	Over - \$60	1.0	0	2.5	3.9
	No answer	13.6	4.2	4.5	11.2
	MEAN	\$11.22	\$17.05	\$22.23	\$24.30

Selected findings

categorized by income:
(except students)

(By percent of skiers;)

	Under \$6,000	\$6,000 9,999	\$10,000 14,999	Over \$15,000
Sub-sample size	206	174	127	130
Have taken ski lessons from certified school	43.2%	54.9%	55.3%	71.6%
Took a ski vacation 1963	30.3	34.0	44.0	60.7
Ski during midweek	23.3	27.8	36.1	47.8
Belongs to ski club	21.6	20.3	16.3	25.0
Belongs to USEASA	5.6	11.8	9.3	9.7

(By percent of skier-days accounted for:)

Use area eating facilities	70.8%	66.0%	70.9%	73.1%
Usually stay overnight when on a ski trip	56.8	55.1	59.8	57.7
Willing to pay additional 20% for chair	39.3	33.3	43.3	54.6
Willing to pay additional 10% for no line	81.0	75.2	85.0	90.8
Would go to an area to watch ski competition	41.7	43.1	28.3	26.9
Avoids skiing at area with ski competition	39.3	40.2	52.8	47.7
Expenditures on weekend ski trip in Dollars per skier/day				
Under - \$10	17.9	13.8	6.3	6.1
\$11 - \$20	52.9	41.3	36.2	23.1
\$21 - \$30	19.4	28.2	33.8	39.2
\$31 - \$40	3.9	8.6	11.0	9.2
\$41 - \$50	1.5	2.9	1.6	5.4
\$51 - \$60	.5	1.2	1.6	1.5
Over - \$60	-	-	2.4	4.6
No answer	3.9	4.0	7.1	10.7
MEAN	\$16.62	\$19.67	\$23.21	\$26.49

TABLE E

Selected findings

categorized by occupation:

(By percent of skier-days accounted for:)

		Housewives, Professional, Managerial, and Sales	Craftsmen, clerks, Labor & Military	Students
Sub-sample size		449	189	293
Slope Preference	All challenging	31.4%	43.4%	56.0%
	Moderate bumps	51.6	38.6	33.8
	Rolling terrain	13.6	10.6	7.2
	Smooth slopes	2.4	5.3	1.4
Terrain Preference	Steep, difficult	14.7	16.9	30.4
	All types	30.5	27.5	28.0
	Moderate, easy	49.6	47.6	38.2
	Beginners slopes	4.7	5.3	2.7
Usually stay overnight when on a ski trip		59.0	51.8	38.2
Willing to pay additional 20% for a chair		41.0	43.4	39.2
Willing to pay additional 10% for no line		82.6	80.0	81.7
Would go to area to watch ski competition		33.6	41.3	60.8
Avoids skiing at area with ski competition		44.1	43.9	38.6

TABLE F

Rate of participation of skiers by Geographic Regional Markets:

Days of skiing annually

	Under 10 %	11-20 %	21-30 %	31-40 %	41-60 %	61-80 %	Over 80 %	Mean Days
Northeast North America	60.7%	20.3%	9.5%	6.3%	2.2%	.5%	.5%	12.7
1) Maine	44.2	21.4	12.0	10.9	8.8	.8	1.9	19.1
2) New Hampshire	46.1	18.3	15.3	12.5	5.3	.8	1.7	18.1
3) Vermont	26.2	27.1	19.6	14.1	6.8	1.5	4.7	24.2
4) East. Mass. & RI	59.8	22.2	11.7	4.7	1.3	.1	.2	12.0
5) West. Mass.	43.8	22.6	19.8	7.5	4.8	.7	.8	16.9
6) Connecticut	64.8	21.4	7.7	4.4	1.2	.2	.3	11.1
7) N.Y.-Adirondack	43.2	27.9	14.1	9.2	3.6	1.6	.4	16.6
8) N.Y.-Capitol	57.7	17.3	11.3	12.2	1.2	-	.3	13.6
9) N.Y.-SE; NYC & LI	71.3	17.5	6.6	2.9	1.2	.3	.2	10.0
10) N.Y.-West	47.1	20.8	16.1	9.8	5.0	.2	1.0	16.7
11) N.J. & Ea. Penn.	69.4	16.4	8.4	4.3	1.0	.5	-	10.3
12) West. Penn.	61.7	21.6	9.2	4.4	2.0	1.1	-	12.1
13) Quebec, Canada	42.4	23.7	15.2	11.5	6.2	.6	.4	17.7
14) Southern U.S.	79.0	13.9	4.2	2.1	.8	-	-	8.3
15) Western U.S.	66.1	16.7	10.2	3.3	1.9	1.0	.8	12.0

TABLE H

Occupation of skiers by Geographic Region (Skier Residence)

GEOGRAPHIC REGION	Sample Size	Housewives Professional, Managerial and Sales %	Craftsmen, Clerical, Labor & Mil. %	Students %	No answer %
All skiers	951	46.0%	22.0%	28.8	2.2%
1) Maine	47	25.3	34.5	37.8	2.4
2) New Hampshire	54	24.3	22.3	45.8	7.6
3) Vermont	52	33.8	22.0	40.8	3.4
4) East. Mass. & R.I.	159	53.5	15.5	30.6	.4
5) Western Massachusetts	38	34.3	12.9	43.0	9.8
6) Connecticut	95	56.6	12.7	28.2	2.5
7) N.Y. - Adirondack	30	14.7	6.5	71.5	7.3
8) N.Y. - Capitol	42	44.9	35.3	19.8	-
9) N.Y. - SE; NYC & Long Is.	116	51.0	21.4	25.4	2.2
10) N.Y. - Western	84	50.3	26.5	22.3	.8
11) New Jersey & East. Penn.	54	54.7	22.8	21.7	.8
12) Western Pennsylvania	30	55.1	26.1	16.8	2.0
13) Quebec, Canada	106	37.4	31.5	28.7	2.4
14) Outside NENA - West	29	27.9	42.2	29.9	-
15) Outside NENA - South	15	79.6	20.4	-	-

TABLE I

Ski Areas in Northeast North America by Capacity

The following table contains data collected by personal interview at most of the ski areas listed. Interviewers obtained information on vertical rise and rated safe capacity in skiers per hour for each lift. This data has been consolidated into Vertical Transport Feet per hour. VTF/hr is the total of each lift's hourly capacity multiplied by its vertical ascent.

Capacity in terms of the number of skiers which an area can support at one time (referred to as a "comfortable crowd") can be calculated by estimating skiing demand. Skiing demand is the amount of vertical feet of skiing required by one skier to satisfy his/her needs. The more proficient a skier the larger his/her skiing demand becomes. Skiing demand will vary between 1,700 VTF/hr (about 12,000 VTF/per skier per day) for advanced skiers and 800 VTF/hr (5,600 VTF/per skier day) for beginners based on a 7 hour day. Therefore, for any given VTF/hr figure comfortable crowd calculations depend upon skiing demand which can be estimated by knowing the type of terrain serviced by the lifts. An overall average skiing demand sufficient for any given regional capacity calculations is 1,143 VTF/hr (8,000 VTF/day) per skier.

Where ski areas listed were not visited data has been obtained from other sources or estimated (shown in parenthesis). Rope tow capacity figures are educated guesses.

SKI AREAS - NORTHEAST NORTH AMERICA
by
Capacity By Category In Percent Of Total Regional Capacity

REGION

CATEGORY		A	B	C	D	E	F	G	H	I	J	K	
		NORTHERN VERMONT	SOUTHERN VERMONT	NEW HAMPSHIRE	MAINE	EASTERN MASSACHUSETTS and RHODE ISLAND	BERKSHIRES Including NORTH-WEST CONN. and EAST-CENTRAL NEW YORK	CATSKILLS and POCONOS	ADIRONDACKS	CENTRAL & WESTERN NEW YORK	WESTERN PENNSYLVANIA, WEST VIRGINIA and MARYLAND	QUEBEC, CANADA	
0	Cable	17.0	31.1										
	Rope		2.3										
	Total	17.0	33.4										
1	Cable	37.5	21.6	29.6	30.9		11.3					16.1	
	Rope						12.0						
	Total	37.5	21.6	29.6	30.9		23.3					16.1	
2	Cable	29.5	18.7	30.2	40.5		41.9	43.0	41.8	36.6	39.7	53.3	
	Rope			1.5	.2		19.0	8.8	5.8	15.6	19.9		
	Total	29.5	18.7	31.7	40.7		60.9	51.8	47.6	52.2	59.6	53.3	
3	Cable	8.4	20.0	21.8	15.1	3.9	9.1	24.1	30.4	23.8	9.1	19.2	
	Rope	1.4	4.4	5.7	2.0	49.4	3.2	7.6	4.3	11.5	20.9	2.6	
	Total	9.8	24.4	27.5	17.1	53.3	12.3	31.7	34.7	35.3	30.0	21.8	
4	Cable	3.2	.6	7.7	8.5		2.1	9.0	14.8	5.2	10.0	8.4	
	Rope	3.0	1.3	3.5	2.8	46.7	1.4	7.5	2.9	7.3	.3	.4	
	Total	6.2	1.9	11.2	11.3	46.7	3.5	16.5	17.7	12.5	10.3	8.8	
TOTAL	Cable	95.6	92.0	89.3	95.0	3.9	64.4	76.1	87.0	65.6	58.9	97.0	
	Rope	4.4	8.0	10.7	5.0	96.1	35.6	23.9	13.0	34.4	41.1	3.0	
	Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
GRAND TOTAL	CABLE	16.2	8.8	11.3	5.1	.1	6.5	6.7	5.8	6.9	1.7	14.5	83.6
	ROPE	.8	.8	1.4	.3	1.2	3.6	2.1	.9	3.6	1.2	.5	16.4
	TOTAL	17.0	9.6	12.7	5.4	1.3	10.1	8.8	6.7	10.5	2.9	15.0	100.0

SKI AREAS - NORTHEAST NORTH AMERICA

SUMMARY

CAT.	# AREAS in CAT.	Vertical Transport Feet Per Hour			Vacation Oriented
	Cable	Rope	TOTAL		

NORTHERN VERMONT

0	1	5,686,000			5,686,000
1	3	12,528,500			12,528,500
2	5	9,843,800			4,143,000
3	4	2,806,370	480,000		
4	8	1,052,000	998,000		
TOTAL	21	31,916,670	1,478,000	33,394,670	22,357,500

SOUTHERN VERMONT

0	1	5,866,600	432,000		6,298,600
1	1	4,083,000			4,083,000
2	2	3,530,500			3,530,500
3	6	3,766,800	824,500		
4	2	115,200	250,000		
TOTAL	12	17,362,100	1,506,500	18,868,600	13,912,100

NEW HAMPSHIRE

1	2	7,354,500			4,054,500
2	5	7,501,900	383,500		3,555,400
3	9	5,408,700	1,425,000		2,300,700
4	15	1,898,650	875,500		360,000
TOTAL	31	22,163,750	2,684,000	24,847,750	10,270,600

MAINE

1	1	3,279,670			3,279,670
2	3	4,305,000	25,000		
3	3	1,601,500	211,200		
4	6	905,000	297,800		
TOTAL	13	10,001,170	534,000	10,625,170	3,279,670

EASTERN MASSACHUSETTS & RHODE ISLAND

3	2	100,000	1,255,000		
4	6		1,188,000		
TOTAL	8	100,000	2,443,000	2,543,000	

SUMMARY

CAT.	# AREAS in CAT.	Vertical Transport Feet Per Hour			Vacation Oriented
	Cable	Rope	TOTAL		

BERKSHIRES including NORTH-WEST CONN. & EAST-CENTRAL NEW YORK

1	1	2,250,000	2,400,000		
2	8	8,376,400	3,792,500		
3	4	1,809,400	640,000		
4	3	420,000	285,000		
TOTAL	16	12,855,800	7,117,500	19,973,300	

CATSKILLS and POCONOS

2	6	7,429,500	1,527,800		5,428,550
3	7	4,174,500	1,315,000		
4	10	1,558,500	1,292,000		
TOTAL	23	13,162,500	4,134,800	17,297,300	5,428,550

ADIRONDACKS

2	4	5,509,750	760,000		2,733,750
3	7	4,016,200	568,000		566,000
4	8	1,948,000	386,500		256,000
TOTAL	19	11,473,950	1,714,500	13,188,450	3,555,750

CENTRAL & WESTERN NEW YORK

2	6	7,526,000	3,222,500		
3	9	4,907,500	2,365,800		
4	9	1,062,500	1,495,500		
TOTAL	24	13,496,000	7,083,800	20,579,800	

WESTERN PENNSYLVANIA, WEST VIRGINIA & MARYLAND

2	2	2,253,250	1,130,000		
3	3	515,000	1,188,000		
4	2	570,000	15,000		
TOTAL	7	3,338,250	2,333,000	5,671,250	

QUEBEC, CANADA

1	1	4,730,000			4,730,000
2	9	15,696,250			4,015,750
3	10	5,636,900	770,000		535,000
4	10	2,462,000	129,000		1,051,500
TOTAL	30	28,525,150	899,000	29,424,150	10,332,250

GRAND TOTAL	204	164,395,340	32,018,100	196,413,440	69,136,420
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SKI AREAS - NORTHEAST NORTH AMERICA
by
CAPACITY in VTF/hr.

Skier Destination - NORTHERN VERMONT

Ski Area	Category	Number of Cable Lifts	Vertical Transport Ft/hr.			Vacation Area	Day Area
			Cable	Rope	TOTAL		
Mt. Mansfield	0	6	5,686,000		5,686,000	x	
Killington Basin	1	8	4,728,500		4,728,500	x	
Sugar Bush Valley	1	4	4,090,000		4,090,000	x	
Jay Peak	1	4	3,710,000		3,710,000	x	
Okemo Mountain	2	5	2,720,000		2,720,000		
Pico Peak	2	4	2,215,000		2,215,000	x	
Mad River Glen	2	3	1,928,000		1,928,000	x	
Smugglers Notch	2	3	1,530,000		1,530,000		
Mt. Ascutney	2	2	1,450,800		1,450,800		
Mt. Tom & Suicide Six	3	3	965,000		965,000		
Middlebury Snow Bowl	3	1	720,000	180,000	900,000		
Burke Mountain	3	1	783,870	60,000	843,870		
Lyndon Outing Club	3	1	337,500	240,000	577,500		
Birdseye Mountain	4	1	390,000	30,000	420,000		
Skyline Ski Area	4	1	42,000	300,000	342,000		x
High Pond	4	1	(300,000)	(38,000)	(338,000)		
Norwich University	4	1	320,000		320,000		
Judgement Ridge	4			(300,000)	(300,000)		
Chelsea	4			120,000	120,000		
Pecham	4			120,000	120,000		
Underhill Bowl	4			90,000	90,000		

SKI AREAS - NORTHEAST NORTH AMERICA
by
CAPACITY in VTF/hr.

Skier Destination - SOUTHERN VERMONT

Ski Area	Category	Number of Cable Lifts	Vertical Transport Ft/hr.			Vacation Area	Day Area
			Cable	Rope	TOTAL		
Mt. Snow	0	9	5,866,600	432,000	6,298,600	x	
Big Bromley	1	7	4,083,000		4,083,000	x	
Stratton Mountain	2	3	2,140,000		2,140,000	x	
Magic Mountain	2	2	1,390,500		1,390,500	x	
Prospect Mountain	3	2	924,000	50,000	974,000		
Hogback Mountain	3	2	750,000	150,000	900,000		
Carinthia	3	2	875,000		875,000		
Dutch Hill	3	2	650,200	10,500	660,700		
Snow Valley	3	2	567,600	30,000	597,600		
Pine Top	3			(584,000)	(584,000)		
Burrington Hill	4	1	(115,200)	(100,000)	(215,000)		
Living Memorial Pk.	4			150,000	150,000		

SKI AREAS - NORTHEAST NORTH AMERICA
by
CAPACITY in VTF/hr.

Skier Destination - NEW HAMPSHIRE

Ski Area	Category	Number of Cable lifts	Vertical Transport Ft/hr.			Vacation Area	Day Area
			Cable	Rope	TOTAL		
Cannon Mountain	1	7	4,054,500		4,054,500	x	
Mt. Sunapee State Park	1	6	3,300,000		3,300,000		
Wildcat Mountain	2	3	2,118,000		2,118,000	x	
Gunstock Mountain	2	4	1,901,000	96,000	1,997,000		x
Cranmore Mountain	2	4	1,437,400		1,437,400	x	
Mt. Whittier	2	2	1,056,000	240,000	1,296,000		
King Ridge	2	2	989,500	47,500	1,037,000		
Moose Mountain	3	2	846,000	144,000	990,000		
Black Mountain	3	3	890,700		890,700	x	
Pat's Peak	3	2	795,000	51,000	846,000		
Waterville Valley	3	2	720,000	40,000	760,000		
Brookline	3	1	(600,000)	(150,000)	(750,000)		
Fitzwilliam Inn	3			740,000	740,000	x	
Mittersill Resort	3	2	670,000		670,000	x	
Dartmouth Skiway	3	2	607,000		607,000		
Temple Mountain	3	1	280,000	300,000	580,000		
Snowcrest	4	2	(450,000)		(450,000)		
Arrowhead Skiway	4	2	390,000		390,000		
Pinnacle Mountain	4	1	92,650	225,000	317,650		
King Pine Resort	4	1	270,000	36,000	306,000	x	

Skier Destination - NEW HAMPSHIRE (Cont.)

Ski Area	Category	Number of Cable Lifts	Vertical Transport Ft/hr.			Vacation Area	Day Area
			Cable	Rope	TOTAL		
Intervale	4	1	(280,000)		(280,000)		
Oak Hill	4	1	(240,000)		(240,000)		
Mt. Kidder	4			200,000	200,000		
Tenney Mountain	4	1	(176,000)		(176,000)		
Whit's Tows	4			(145,000)	(145,000)		
Twin Tows	4			(100,000)	(100,000)		
Page Hill	4			40,000	40,000		
Inn at Steel Hill	4			37,500	37,500		
Rockhouse Mt. Farm	4			32,000	32,000		
Kings Grant Inn	4			30,000	30,000		
East Hill Farm	4			30,000	30,000		

SKI AREAS - NORTHEAST NORTH AMERICA
by
CAPACITY in VTF/hr.

Skier Destination - MAINE (Except Aroostook Co.)

Ski Area	Category	Number of Cable Lifts	Vertical Transport Ft/hr.			Vacation Area	Day Area
			Cable	Rope	TOTAL		
Sugarloaf Mountain	1	5	3,279,670		3,279,670	x	
Pleasant Mountain	2	4	1,940,000		1,940,000		
Sunday River	2	2	1,228,000	25,000	1,253,000		
Mt. Abram	2	2	1,137,000		1,137,000		
Saddleback Mountain	3	2	767,500		767,500		
Lost Valley	3	1	334,000	211,200	545,200		x
Bald Mountain	3	1	500,000		500,000		
Chisolm Park	4	1	495,000		495,000		x
Titcomb Memorial	4	1	200,000	125,000	325,000		
Sky High	4	1	210,000		210,000		
Pinnacle Mountain	4			70,800	70,800		
Spruce Mountain	4			57,000	57,000		
Hurricane Slopes	4			(45,000)	(45,000)		

SKI AREAS - NORTHEAST NORTH AMERICA
by
CAPACITY in VTF/hr.

Skier Destination -- EASTERN MASSACHUSETTS & RHODE ISLAND

Ski Area	Category	Number of Cable Lifts	Vertical Transport Ft/hr.			Vacation Area	Day Area
			Cable	Rope	TOTAL		
Priest's Ski Tows	3			775,000	775,000		
Boston Hill	3	1	(100,000)	(480,000)	(580,000)		x
Blue Hills	4			400,000	400,000		x
Lock's Tows	4			(150,000)	(150,000)		
Diamond Hill, R.I.	4			130,000	130,000		x
Hartwell Hill	4			(108,000)	(108,000)		
Jericho Hill	4			100,000	100,000		
Bradford	4			300,000	300,000		

SKI AREAS - NORTHEAST NORTH AMERICA
by
CAPACITY in VTF/hr.

Skier Destination - BERKSHIRES (Western Massachusetts, Northwest
Connecticut & East-central New York)

Ski Area	Category	Number of Cable Lifts	Vertical Transport Ft/hr.			Vacation Area	Day Area
			Cable	Rope	TOTAL		
Bousquet's	1	4	2,250,000	2,400,000	4,650,000		x
Catamount, N. Y.	2	4	2,603,000	48,000	2,651,000		
Thunder Mountain	2	3	1,711,000	7,000	1,718,000		x
Mt. Tom	2	2	1,098,400	350,000	1,448,400		x
Springfield Ski Club (Blanford)	2			1,440,000	1,440,000		
Mohawk Mountain, Conn.	2	2	740,000	640,000	1,380,000		
Mt. Wachusett	2	2	1,224,000		1,224,000		x
Berkshire Snow Basin	2	1	550,000	637,500	1,187,500		
Powder Hill, Conn.	2	2	450,000	670,000	1,120,000		x
Otis Ridge	3	3	726,900	100,000	826,900		
Jiminy Peak	3	2	567,500		567,500		
Chickley Alp	3			540,000	540,000		
Petersburg Pass	3	1	515,000		515,000		
Jug End Barn	4	1	(150,000)	(165,000)	(315,000)		
Mohawk Trail	4	2	(270,000)		(270,000)		
Oak & Spruce Resort	4			(120,000)	(120,000)		

SKI AREAS - NORTHEAST NORTH AMERICA
by
CAPACITY in VTF/hr.

Skier Destination - CATSKILL MOUNTAINS and POCONO MOUNTAINS

Ski Area	Category	Number of Cable Lifts	Vertical Transport Ft/hr.			Vacation Area	Day Area
			Cable	Rope	TOTAL		
Bellayre Mountain	2	5	2,210,000	191,800	2,401,800	x	
Hunter Mountain	2	3	1,950,000	50,000	2,000,000	x	
Highmount Ski Center	2	2	508,750	830,000	1,338,750		
Plattkill Mountain	2	1	775,000	360,000	1,135,000		
Sterling Forest	2	3	975,000	80,000	1,055,000		x
Davos Ski Resort	2	5	1,010,750	16,000	1,026,750	x	
Elk Mountain, Penn.	3	2	968,000		968,000		
Fahnestock State Park	3	2	626,000	300,000	926,000		
Mount Cathalia	3	3	740,000	150,000	890,000		
Big Boulder, Penn.	3	2	722,500	150,000	872,500		
Silvermine	3	2	318,000	381,000	699,000		
Roxbury Ski Center	3	1	560,000	24,000	584,000		
Birch Hill	3	1	240,000	310,000	550,000		
Mount Storm	4	1	(200,000)	(250,000)	(450,000)		
Holiday Mountain	4	1	(211,500)	(203,000)	(414,500)		
Cave Mountain	4	1	400,000		400,000		
Ski Land	4	1	120,000	270,000	390,000		
Phoenicia	4			375,000	375,000		
Concord Hotel	4	2	162,000	64,000	226,000		
Grossinger's	4	1	125,000	80,000	205,000		
Buck Hill, Penn.	4	2	(200,000)		(200,000)		
Shaynes	4	1	(140,000)		(140,000)		
Youngs Gap	4			50,000	50,000		

SKI AREAS - NORTHEAST NORTH AMERICA
by
CAPACITY in VTF/hr.

Skier Destination - ADIRONDACK MOUNTAINS, NORTHERN NEW YORK

Ski Area	Category	Number of Cable Lifts	Vertical Transport Ft/hr.			Vacation Area	Day Area
			Cable	Rope	TOTAL		
Whiteface Mountain	2	4	2,733,750		2,733,750	x	
Big Tupper	2	2	1,264,000		1,264,000		
Old Forge	2	3	1,152,000	100,000	1,252,000		
Oak Mountain	2	1	360,000	660,000	1,020,000		
Gore Mountain	3	1	720,000	255,000	975,000		
Moon Valley	3	2	691,500		691,500		
Willard Mountain	3	1	546,200	63,000	609,200		
Alpine Meadows	3	3	600,000		600,000		
Silver Bells	3	1	480,000	100,000	580,000		
Fawn Ridge	3	4	566,000		566,000	x	
Royal Mountain	3	1	(412,500)	(150,000)	(562,500)		
Paleface	4	2	426,000		426,000		
West Mountain	4	1	315,000	54,000	369,000		
Hickory Hill	4	1	300,000	60,000	360,000		
Mt. Pisgah	4	1	216,000	112,500	328,500		
Scotts Cobble	4	1	256,000		256,000	x	
St. Lawrence Snow Bowl	4	1	240,000		240,000		
Harvey Mountain	4	1	195,000		195,000		
Beartown Slopes	4			160,000	160,000		

SKI AREAS - NORTHEAST NORTH AMERICA
by
CAPACITY in VTF/hr.

Skier Destination - CENTRAL & WESTERN NEW YORK
including NORTHWEST PENN.

Ski Area	Category	Number of Cable Lifts	Vertical Transport Ft/hr.			Vacation Area	Day Area
			Cable	Rope	TOTAL		
Snow Ridge	2	4	1,965,000	912,500	2,877,500		
Holiday Valley	2	3	1,875,000	295,000	2,170,000		x
Greek Peak	2	2	1,340,000	300,000	1,640,000		x
Song Mountain	2	3	1,621,000		1,621,000		x
Glenwood Acres	2	2	565,000	875,000	1,440,000		x
Brantling	2	1	(160,000)	(840,000)	(1,000,000)		
Toggenburg	3	2	880,000	42,500	922,500		
Mystic Mountain	3	2	804,000	100,000	904,000		x
Blue Mountain	3	1	(900,000)		(900,000)		
Labrador	3	1	550,000	300,000	850,000		
Swain Slopes	3	2	840,000		840,000		
Kissing Bridge	3	2	684,000	80,000	764,000		x
Allegany State Park	3	1	128,750	595,400	724,150		
Camp Mystic, Penn.	3			(700,000)	(700,000)		
Mt. Otsego	3	1	120,750	547,900	668,650		
Denton Hill State Park Penn.	4	2	(437,500)		(437,500)		

Skier Destination - CENTRAL & WESTERN NEW YORK (Cont.)
including NORTHWEST PENN.

Ski Area	Category	Number of Cable Lifts	Vertical Transport Ft/hr.			Vacation Area	Day Area
			Cable	Rope	TOTAL		
Gunset Ski Bowl	4	1	275,000	100,000	375,000		
Zippo Ski Slope, Penn.	4			(350,000)	(350,000)		
Drumlins	4			300,000	300,000		x
Snow Peak, Penn.	4			300,000	300,000		
Joe Berry Ski Sh.	4			(150,000)	(150,000)		x
Frost Ridge	4			(115,000)	(115,000)		
Snowy Acres	4			(105,500)	(105,500)		
Jamestown Ski Club	4			75,000	75,000		

Skier Destination - SOUTHWEST PENNSYLVANIA,
WEST VIRGINIA & MARYLAND

Seven Springs	2	5	1,694,250	450,000	2,144,250		
Laurel Mountain	2	1	559,000	680,000	1,239,000		
Skimont	3	1	385,000	248,000	633,000		
Weiss Knob, W. Va.	3			555,000	555,000		
Marsh Mountain	3	1	130,000	385,000	515,000		
Hidden Valley	4	2	360,000	15,000	375,000		
Camp F. T. Soles	4	1	210,000		210,000		

SKI AREAS - NORTHEAST NORTH AMERICA
by
CAPACITY in VTF/hr.

Skier Destination - QUEBEC, CANADA

Ski Area	Category	Number of cable Lifts	Vertical Transport Ft/hr.			Vacation Area	Day Area
			Cable	Rope	Total		
Mt. Tremblant	1	6	4,730,000		4,730,000	x	
Mt. Gabriel	2	7	2,625,750		2,625,750	x	x
Mt. Orford	2	3	2,390,000		2,390,000		
Mt. Sutton	2	4	2,025,000		2,025,000		
Hills 69 to 72	2	6	1,841,000		1,841,000		x
Avila	2	4	1,714,500		1,714,500		x
Ste. Marguerite	2	7	1,390,000		1,390,000	x	
Mt. Blanc	2	3	1,355,000		1,355,000		
Mt. Habitant	2	3	1,320,000		1,320,000		x
Glen Mountain	2	2	1,035,000		1,035,000		
Hillcrest-Green Timber	3	2	781,150		781,150		
Mt. Alouette	3	2	750,000		750,000		
Hills 40 & 80	3	2	665,000		665,000		
Chantecler	3	3	(547,500)	(100,000)	(647,500)		
La Marquise	3	1	451,250	195,000	646,250		
Mt. Jasper	3	1	640,000		640,000		
Mt. Ste. Agathe	3	2	590,000		590,000		

Skier Destination - QUEBEC, CANADA (Cont.)

Ski Area	Category	Number of Cable Lifts	Vertical Transport Ft/hr.			Vacation Area	Day Area
			Cable	Rope	TOTAL		
Big Hill	3	1	(290,000)	(290,000)	(580,000)		
Mt. Plante	3	1	387,000	185,000	572,000		
Sun Valley	3	3	535,000		535,000	x	
Grey Rocks Inn	4	2	450,000		450,000	x	
Mt. Castor	4	2	408,000		408,000		
Summit Sauvage	4	1	399,000		399,000		
Alpino Lodge	4	1	(382,500)		(382,500)		
Bellevue	4	2	350,000		350,000	x	
Chalet Hill	4	1	(140,000)		(140,000)		
Mt. Belair	4	1	135,000		135,000		
Laurentide Inn	4	1	130,000		130,000	x	
Manor House	4	1	67,500	54,000	121,500	x	
Beaver Lake	4			75,000	75,000		x

TABLE J

Geographic Regional Percentage for Vacation and Midweek Skiers

GEOGRAPHIC REGION	Sample Size	Percent	
		Vacation* Skiers	Midweek Skiers
Northeast North America	951	45.9%	31.2%
1) Maine	47	33.2	45.9
2) New Hampshire	54	25.0	33.0
3) Vermont	52	23.3	49.9
4) Eastern Mass. & Rhode Island	159	47.4	32.4
5) Western Massachusetts	38	51.5	40.0
6) Connecticut	93	47.4	34.6
7) N.Y. - Adirondack	30	28.3	43.3
8) N.Y. - Capitol	42	22.9	31.3
9) N.Y. - SE; N.Y.C. & Long Island	118	53.9	16.5
10) N.Y. - Western	84	40.2	33.6
11) New Jersey & East. Penn.	55	62.7	37.3
12) Western Pennsylvania	30	44.7	19.5
13) Quebec, CANADA	106	39.1	33.4
14) Outside NENA - West	29	69.3	22.8
15) Outside NENA - South	15	63.9	30.4

* Reported taking a ski vacation at least once in the past two ski seasons.

THE SKIER MARKET - NORTHEAST NORTH AMERICA

Dear Interviewer;

We are happy to have you participate with us in a comprehensive survey to measure and describe the skier market in Northeast North America.

The usefulness of the data collected depends entirely upon you. This research can have a far reaching effect upon the future of recreational skiing. It is your responsibility alone to see that proper procedures are followed, and correct answers recorded.

The study is sponsored by the Department of Resources & Economic Development of the State of New Hampshire and is being conducted by Sno-engineering, Inc. under a research contract from the U. S. Department of Commerce Area Redevelopment Administration.

Funds have been provided for this research by:

The United States Department of Commerce
The New York State Joint Legislative Committee on Winter Tourists
The State of New Hampshire Department of Resources & Eco. Dev.
The Maine Department of Economic Development
The Eastern Ski Area Operators Association
The United States Eastern Amateur Ski Association

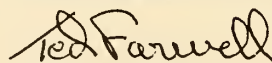
You have been selected by your Regional Field Supervisor because you are interested in the work and can be depended upon to fulfill your commitment.

We have attempted to anticipate problems you will encounter and laid down policies and procedure to guide your assignment. However, the interview situation in West Virginia will vary considerably from that in Quebec and you must adjust accordingly. The important consideration is that the skiers you interview are selected without bias and representative of the crowd at the area on the day of your visit.

It is your task to obtain the ski area owner's or manager's cooperation. There is no compulsory participation by either area management or skier. We have laid the groundwork by letter, the rest is up to you. Please maintain a pleasant attitude and manner when interviewing skiers. Their response depends upon your presentation.

Welcome to our project and Good Luck,

Sincerely,



Ted Farwell
Director of Research

Copy of letter to Ski Area Managers

Dear

Sno-engineering, Inc. is conducting a skier market study under a research contract from the U.S. Department of Commerce, Area Redevelopment Administration. It is the objective of this study "to obtain quantitative and qualitative data concerning the winter recreation activity of skiing for the purpose of assessing the economic potential and orderly expansion potential for facilities serving this market". We plan on interviewing 20,000 skiers. Each skier will be asked several factual questions designed to obtain a measure of the size and growth of the market. A sub-sample of 2000 skiers will be asked to participate in a mail survey to collect additional data on habits, preferences and characteristics.

This is the first time a comprehensive study of the skier market has been attempted. Each major ski area in Northeastern North America will be visited, as well as many of the smaller rope tow slopes. The study is backed by the Eastern Ski Area Operator's Association and the USEASA, as well as other Federal and State groups.

Your cooperation is vital. All skiers in our sample will be contacted on one of the 10 days listed below, while standing in a ski lift line. We plan on visiting your area on the dates checked. May we have your permission to interview your customers? If for some reason our ski area listing is in error and you do not plan to operate on the date we chose to visit, we would appreciate a post card in order to adjust our sample.

Thur. Dec. 27, 1962	Sat. Feb. 16, 1963
Mon. Dec. 31, 1962	Sun. Mar. 3, 1963
Wed. Jan. 2, 1963	Thur. Mar. 14, 1963
Fri. Feb. 8, 1963	Sat. Mar. 16, 1963
Sat. Feb. 9, 1963	Sun. Mar. 31, 1963

Our interviewer has been instructed to contact you or your representative when he/she arrives at your area. He will need your assistance with several items and we appreciate any help you can provide.

Thank you for making this research possible.

Sincerely,

Ted Farwell
Director of Research

THE SKIER MARKET - NORTHEAST NORTH AMERICA

Interview Procedure:

- 1) Check with Regional Field Supervisor to determine specific dates and ski areas where interviews will be conducted.
- 2) Plan on arriving at the ski area early.
- 3) Upon arrival contact the area manager or person in charge of the area at the time, introduce yourself, tell him you are representing Sno-engineering, Inc., ask for his cooperation. (A letter will have preceded your visit telling of the project and asking for assistance.)
 - a) Ask if he will announce your presence and inform his clientele of the project by reading the suggested 'Loud Speaker Announcement'.
 - b) Ask him for the information you require to complete Sheet #1.
- 4) Fill out Sheet #1 in order to plan your interview schedule. The objective is to interview 10% of the crowd at each selected ski area. Sheet #1 is a mathematical calculation of a comfortable crowd for that ski area.

If during the day the anticipated crowd does not materialize, estimate the crowd and adjust your sample to fit 10%. (If the weather is stormy or skiing is poor, crowds will be much smaller. Also, weekday crowds should run only 20-30% of the mathematical calculation on Sheet #1.)

No trip should yield less than 30 successful interviews. If a crowd is under 300 you should continue sampling until you have 30. Trips to small rope tow areas will include two or more nearby areas when possible and you then apply the 30 minimum to the total of all areas visited in one day.

You are expected to average 70 successful interviews per trip. Where you will collect only 30 on some days you may collect as many as 100 on others.

- 5) Begin interviews as soon as a line forms (10 or more skiers) after the opening of the lifts or 10 A.M., whichever is earlier. If you wait until after 10 o'clock, you may have trouble collecting an average of 70 interviews in one day. You should complete one interview within a maximum of 5 minutes. If all interviews take 5 minutes, 70 will take almost 6 hours, which means a 4 P.M. quitting time. Most interviews should take only 3 minutes, meaning you could collect 100 in 5 hours.

You should begin at the most crowded ski lift and move from there to the next most crowded, etc. Use the calculation on Sheet #1 as a basis for distributing your sample over various ski lift lines.

- a) Begin interviews with the 23rd skier in line or the 23rd skier to get in line after you arrive at the particular lift.
- b) Interview every 20th skier thereafter.

c) Do not interview the same skier twice. If a skier who has already been interviewed comes up a second time, just skip him/her and count out an additional 20. Do not take the next skier behind.

d) Skiers will pass through the line more than once while you are interviewing the estimated 10% of skiers using that lift. This will not bias the sample if you use the systematic method of skier selection called for (ie: every 20th). The sample will be as bias free as possible under conditions found in a ski lift line.

You may find that every 20th skier comes too often to allow you the necessary interview time prior to his boarding the lift. Do not ask the skier to leave the line but move along with him. Should the line move too rapidly you may switch to a larger interval between selected skiers, as long as you maintain multiples of 10. The table below shows suggested intervals for ski lifts with varying uphill capacities. (ie: if the lift is a high speed lift of 1000/hr, 50 skiers will load every 3 minutes. To allow enough time for the questions you may have to space the chosen skier 50 apart instead of 20)

Ski Lift Rated Safe Capacity	Interview Every ____ skier	Begin interviews with the ____ skier
200 - 500/hr	20th	23rd
600 - 700/hr	30th	33rd
800 - 900/hr	40th	43rd
1000/hr & over	50th	53rd

e) When you have recorded the required number of interviews in one lift line move on to another lift.

f) When you have collected the required number of interviews as determined by either Sheet #1 or an estimate or the 30 minimum you are through for the day.

- 6) Prior to turning in Sheets to your Regional Field Supervisor, please total all sheets and enter totals at the bottom of each sheet. Also total Columns 4 and 6 on Sheet #1.
- 7) Turn all materials back to your Regional Field Supervisor.
- 8) Sheet #1 is your evidence of work done and miles of travel claimed.

ESTIMATING THE NUMBER OF INTERVIEWS TO CONDUCT

Interviewer: _____ Date: _____
 Region: _____ Ski Area: _____
 Miles Traveled: _____ Area Mgr: _____

	1	2	3	4		5		6
	Lift type	Vert rise	Rated safe cap.	Vertical transport feet/hour		Vertical transport feet/day		Computed no. interviews per ski lift line
1			/hr		x 7 =	+100,000 =		
2			/hr		x 7 =	+100,000 =		
3			/hr		x 7 =	+100,000 =		
4			/hr		x 7 =	+100,000 =		
5			/hr		x 7 =	+100,000 =		
6			/hr		x 7 =	+100,000 =		
7			/hr		x 7 =	+100,000 =		
8			/hr		x 7 =	+100,000 =		
9			/hr		x 7 =	+100,000 =		
			TOTAL			TOTAL		

Instructions for completing Sheet #1: Fill out Sheet #1 for each ski area visited.
 Heading self explanatory.

- Column #1) Enter type of lift (T-Bar, Double Chair, Poma, Rope, etc.) for each ski lift at the ski area. (Obtain information from Area Mgr.)
- Column #2) Enter the vertical rise of each of the ski lifts shown in Column #1. (Obtain information from Area Mgr.)
- Column #3) Enter the rated safe capacity per hour for each of the ski lifts shown in Column #1. (Obtain information from Area Mgr.)
- Column #4) Compute & enter the vertical transport feet per hour by multiplying Column #2 (vertical rise) by Column #3 (rated safe capacity) for each of the ski lifts shown in Column #1.
- Column #5) Compute & enter the vertical transport feet per day (or period of operation) by multiplying Column #4 by 7 (the average number of hours operation) for each of the lifts shown in Column #1.
- Column #6) Compute the number of interviews to obtain in each lift line by dividing Column #5 by 100,000 (move decimal 5 places to the left). Total Column #6 to obtain the number of interviews you will conduct at this ski area.

Example							
Lift type	Vert rise	Rated safe cap.	Vertical Transport feet/hour		Vertical Transport feet/day		Computed no. interviews per lift line
1 dbl chair	1500	900/hr	1,350,000	x 7 =	9,450,000	100,000 =	95
2 T-Bar	800	1200/hr	960,000	x 7 =	6,720,000	100,000 =	67
3 Rope	200	1000/hr	200,000	x 7 =	1,400,000	100,000 =	14
		Total	2,510,000		Total		176

THE SKIER MARKET - NORTHEAST NORTH AMERICA

Instructions for completing Sheet #2

Column #1) Enter the number of each interview in order to keep track of how many you conduct at the ski area. (The total number in Column #1 must correspond to the total you have computed on Sheet #1 or estimated to be 10% of the crowd.)

Do not interview over 10% of a crowd if the crowd exceeds 300.

Column #2) Ask each interviewee:

"Are you a member of the Eastern Ski Association?"

A 'NO' answer to the USEASA membership question brings up the possibility that the skier is Canadian or he/she may so state. Interviewers at areas in Northern New England and New York State must watch for this possibility.

Column #3) For Canadians ask:

"Are you a member of the Canadian Amateur Ski Association?"

Interviewers in Quebec should reverse the order of question, asking for CASA membership first.

Skiers may not have joined as yet; or may have been members last season and not rejoined. If they voluntarily state they intend to join this season check that column; if they are not a member this season but voluntarily state they belonged last season check that column. Do not press for answers, just ask the question, record and move on to the next. (If pushed many would state they intend to join just to please you, but in fact will not join. We are looking for skiers who do belong, or definitely will join this season.)

Column #4) Ask each interviewee and record:

"Are you a subscriber to "SKI" magazine? That is to say, is the subscription in your name?"

Column #5) Ask each interviewee and record:

"Are you a subscriber to "SKIING" magazine? Is the subscription in your name?"

Column #6) Ask each interviewee and record:

"What year did you first take up skiing?" (Record last two digits of year, ie: 31; 62; etc.) If skier answers in years skied, record this and you can figure year later by subtraction.

Column #7) Ask each interviewee and record:

"Approximately how many days do you usually ski each season?"

This question will take some thought on the part of the skier. It has been included to obtain some measure of the frequency of participation, to see if there is a measurable difference between member and non-member skiers. By "usually" we would like the most recent full seasons participation. If necessary for clarification, you may reword the question to ask the number of days he/she skied last season.

Some typical answers follow, and should be recorded in the categories indicated.

"Every weekend & a weeks vacation." 41 - 60
 "Every weekend." 31 - 40
 "Every other weekend." 11 - 20
 "Twice a week." 31 - 40
 "A weekend a month." under 10
 "Once a week plus weekends." 41 - 60

Column #8) Complete Column #8 by observation.

Column #9) Complete Column #9 by observation.

Column #10) Use Column #10 beginning with the 9th skier you interview, and ask every 10th interviewee thereafter if they would participate in a mail survey.

"The second phase of our research will be conducted later, by mail, to conserve your skiing time. Will you cooperate by filling out a mail questionnaire concerning your preferences, habits and characteristics?"

If "YES"

Record his/her mailing address.

SPELL NAMES CORRECTLY! PRINT LEGIBLY!

If the selected interviewee is a child (under 12 yrs.) do not question beyond Column #9, and leave the address empty. Do not take the next interviewee as a substitute. If the skier will not cooperate by giving his/her name and address, drop the matter and leave the address block empty. DO NOT SUBSTITUTE.

You may assure the skier that they will receive nothing more than a questionnaire, the results of which will be used to describe the skier market.

Ski Area: _ _ _ _ _ INTERVIEWER REPORT SHEET # _ _ _ _ _ DATE: _ _ _ _ _ 19 _ _

[illegible]

"The second phase of our research will be conducted later, by mail to conserve your skiing time. Will you cooperate by filling out a mail questionnaire concerning your habits, preferences and characteristics?"

Interviewer:

THE SKIER MARKET - NORTHEAST NORTH AMERICA

Questions & Answers

This list has been prepared to help you overcome some anticipated field problems. It offers a guide to our thinking on problems of random selection of skiers; timing of interviews, lift lines, etc.

Q 1) What do I do if the lift line is moving so fast that I don't have time to complete an interview?

A 1) Change the number of skiers between interviewed skiers from 20 to 30 or 40 or 50. As long as the interval remains in multiples of 10 it does no harm to the statistical sample. (ie: you begin interviewing the 33rd skier in line because you have been informed while filling out Sheet #1 that the lift has a 600/hr capacity. This skier will reach the lift before you can finish the interview. You should increase the interval between interviews to 40.)

Q 2) What procedure should I follow if I must leave the lift line to take a short break prior to the time I have collected the required number of interviews in that particular lift line?

A 2) When you return begin interviews the same way as you started in that line. (ie: if you started by counting back to the 43rd skier and took every 40th from there, you do the same.)

Q 3) Should I stand in place and let the line move by me?

A 3) NO. You must move back along the line away from the loading base to allow enough interview time with a skier. While questioning move along with the skier in order for him to keep his place in line and allow you to keep track of the count. When the interview is completed count back to the next selected skier and repeat process.

Q 4) Should I interview professionals? Instructors, Ski Patrol and the like?

A 4) YES! If a skier falls into the selected sample count. We are interested in the membership, habits & preferences of ALL skiers whether they work with skiing, own facilities or participate.

Q 5) What do I do if there are two lines for the same lift?

A 5) If you are working the area with someone else, two of you should work together in this situation. Each collect $\frac{1}{2}$ of the required interviews for that lift in the two lines. If working alone you must take $\frac{1}{2}$ of the required interviews from each line.

Q 6) How much of a break can I take for lunch, coffee, etc.?

A 6) If you are alone, we suggest you take breaks sparingly and during periods when the lift lines are the shortest. It is easier and faster to collect interviews in long lift lines.

Q 7) What if interviewed skier loads before I can get name, address?

A 7) If this looks as if it will happen, skip from membership question to name and address, then go back and finish rest of interview.

Q 8) Isn't it important that the upper lift lines be interviewed?

A 8) YES! However, unless you have skis it is impractical. Many of the upper lifts are only second stage on a skier's trip to the top. The majority of skiers will return to the base station. Where upper lifts open up new terrain, such as at Sugarbush and Sunapee, we will ask for interviews on this level.

Q 9) Since I may not interview the same skier twice, what should I do if several skiers in a row selected from my count have been interviewed?

A 9) Such a situation may indicate that 10% of crowd has been contacted skiing in that lift line. Perhaps the calculated figure overstated the crowd on that day. If this happens move on to another lift.

Q 10) What procedure do I follow when a crowd is less than 300 and I must collect 30 interviews?

A 10) Divide 30 into the estimated crowd and interview every nth skier.

Example: Crowd + 30 = n

300	+	30	=	10	interview every 10th
200	+	30	=	6.6	" " 7th
100	+	30	=	3.3	" " 3rd
50	+	30	=	1.6	" " 2nd
30 & under					" everyone

In this case you cannot nor are you required to keep your interval in multiples of 10. In the interest of randomness keep the intervals in multiples of n.

Q 11) Do I interview little children?

A 11) YES! If they are old enough to ride the lift they are old enough to belong to USEASA and should be counted. However, do not ask any child under 12 yrs. to participate in the mail survey. Do not collect his name & address.

BUDGET BUREAU #41-6270



STATE OF NEW HAMPSHIRE
DEPARTMENT of RESOURCES and ECONOMIC DEVELOPMENT
DIVISION OF ECONOMIC DEVELOPMENT
STATE HOUSE ANNEX - - - CONCORD, NEW HAMPSHIRE
TELEPHONE - CAPITOL 5-6611

March 15, 1963

Dear Skier:

We ask your continued cooperation in a comprehensive survey of skiers visiting ski areas in Northeastern North America. This study is being conducted by Sno-engineering, Inc. under a research contract from the U.S. Department of Commerce, Area Redevelopment Administration and for the Department of Resources and Economic Development of the State of New Hampshire.

The purpose of this survey is to find out some important information about skiers, their habits, preferences and opinions. Here is your opportunity to help plan the facilities you use.

You have been selected by a random sampling process. It is statistically important that YOU reply. Please do **not** give this questionnaire to another skier to fill out and return. Your fine cooperation will aid the ski industry in its growth and help them provide the facilities that you desire.

Please complete the questionnaire and return it as soon as possible. Returns must be received prior to 15 April, 1963 in order to be useful.

Thank you for your cooperation.

Sincerely,

ALLAN EVANS

Director

Division of Economic Development

SKIER SURVEY

1—Please mark the consideration you feel is MOST important when you choose an area to ski.

- ☐ a—The skiing available.
- ☐ b—The supporting facilities. (Lodge, Parking, etc.)
- ☐ c—The general atmosphere.
- ☐ d—The expense.

2—Have you taken ski lessons from a certified ski school?
If No: Skip to question #4.

☐ Yes☐ No

3—If Yes: Why did you choose the school that you did?

- | | |
|--|---|
| <input type="checkbox"/> Convenience | <input type="checkbox"/> Reputation of ski school |
| <input type="checkbox"/> Technique taught | <input type="checkbox"/> Professional reputation of ski school director |
| <input type="checkbox"/> Cost | <input type="checkbox"/> Desire for specific instructor. |
| <input type="checkbox"/> Recommended by a friend | |
| <input type="checkbox"/> Other (.....) | |

- 4—Did you take a winter ski vacation during the current (1962-63) ski season? ☐ Yes ☐ No
(A ski vacation is defined as lasting 4 or more days with the primary purpose being to participate in the sport of skiing.)
If No: Skip to question #9.
- 5—If Yes: How many days were you away from home during this vacation? Days
- 6—Approximately how many days of skiing did you get during this vacation? Days
- 7—What modes of transportation did you use to reach your vacation destination?
(If you used more than one, please indicate all types used.)
☐ Auto ☐ Air ☐ Train ☐ Bus
- 8—Approximately how much money was spent for this vacation?
(Include expenditures from the time you left your home to the time you returned. Expenses for travel, lodging, food, entertainment, ski equipment and ski facilities are desired. Give total expenditures for yourself only, if possible. If not, show total expenditure and indicate number of persons covered.)
\$..... Expenses for persons
- 9—Did you take a winter ski vacation during the previous (1961-62) ski season?
If No: Skip to question #11. ☐ Yes ☐ No
- 10—If Yes: Approximately how many days of skiing did you get during this vacation?
..... Days
- 11—When you go for a day's skiing do you usually use the area eating facilities, when they are available? (Other than for coffee and/or other beverages.)
☐ Yes ☐ No
- 12—Do other members of your immediate family ski? ☐ Yes ☐ No
- 13—Do you ski during work or school weekdays?
(Other than weekends, holidays and vacation periods.)
If No: Skip to question #15. ☐ Yes ☐ No
- 14—If Yes: On the average, during the past few years, approximately how many weekdays, (Other than Weekends, Holidays and Vacation periods) did you ski during a month? (A weekday means all or part of one 24 hour day, Monday thru Friday.)
☐ 1 to 3 ☐ 4 to 8 ☐ 9 to 14 ☐ 15 to 20
- 15—Please indicate your preference in moguls. (Skier made bumps.)
☐ a—I find them all challenging and fun to ski.
☐ b—I enjoy moderate bumps, but avoid the extreme.
☐ c—I hate moguls, but enjoy the natural rolling terrain.
☐ d—I like only smooth slopes.
- 16—Please indicate your preference in terrain.
☐ a—I ski mainly on steep, difficult slopes, but enjoy an occasional moderate, easy run.
☐ b—I ski mainly on moderate, easy slopes, but enjoy an occasional steep, difficult run.
☐ c—I ski equally as much on both types of terrain as described above.
☐ d—I ski only on beginners slopes.

17—Approximately how many Saturdays, Sundays and/or holidays did you ski during the current (1962-63) ski season?

☐ 5 or under
☐ 26 to 30

☐ 6 to 10
☐ Over 30

☐ 11 to 15

☐ 16 to 20

☐ 21 to 25

18—Approximately how many Saturdays, Sundays and/or holidays did you ski during the previous (1961-62) ski season?

☐ 5 or under
☐ 26 to 30

☐ 6 to 10
☐ Over 30

☐ 11 to 15

☐ 16 to 20

☐ 21 to 25

19—How much do you spend on an average weekend and/or holiday ski trip? (Includes expenditures for travel, lodging, food, entertainment and ski facilities.) \$..... per day

20—When you go on a ski trip, do you usually stay overnight?

If No: Skip to question #22.

☐ Yes

☐ No

21—If Yes: Where?

☐ Private residence

☐ Ski Club Cabin

☐ Motel (No meals available)

☐ Lodge (2 meals included)

☐ Hotel (Meals optional)

☐ Dormitory

☐ Other

22—Assuming a surface lift (T-Bar, Poma, etc.) were satisfactory, are you willing to pay an additional 20% fee to ride up a ski slope on a chair lift?

☐ Yes

☐ No

23—Would you be willing to pay a 10% premium if you did not have to wait in a ski lift line over 5 minutes?

☐ Yes

☐ No

24—Would you go to an area specifically to watch a major ski competition? (Class A caliber)

☐ Yes

☐ No

25—Do you avoid skiing at a ski area when you otherwise would if you know a ski competition is to be held there?

☐ Yes

☐ No

26—Do you belong to a ski club?

☐ Yes

☐ No

Do you belong to the United States Eastern Amateur Ski Association?

☐ Yes

☐ No

If yes please list your membership number, so that we may validate returns? #.....

27—Do you own your own ski boots?

☐ Yes

☐ No

28—Do you own your own skis?

☐ Yes

☐ No

CLASSIFICATION DATA:

Would you please complete the following classification section. We are interested for statistical purposes only and replies will be kept confidential.

29—Marital status of respondent. ☐ Single

☐ Married

30—Sex of respondent.

☐ Female

☐ Male

31—Age of respondent.

☐ 12-18

☐ 19-22

☐ 23-30

☐ 31-40

☐ 41-50

☐ over 51

32—What is your approximate annual income before taxes and payroll deductions? (Housewives please indicate family income level.)

☐ Under \$6,000
☐ \$10,000 - \$14,999

☐ \$6,000 to \$9,999
☐ Over \$15,000

33—Education of respondent. (Circle highest year completed.)

1 2 3 4 5 6 7 8
 Grade School

9 10 11 12
 High School

13 14 15 16
 University or
 Trade School

17 18 19 20
 Graduate School

34—What is your occupation?

Thank you. When you have finished the questionnaire, fold and insert the top of the questionnaire into the fold at the bottom. (Or staple or tape together). Deposit in the nearest mail box. No stamp is necessary. Postage will be paid by the recipient.

BUSINESS REPLY MAIL

First Class
 PERMIT NO. 8
 Franconia, N. H.

SNO-ENGINEERING, INC.
BOX 65
FRANCONIA, N. H.

F

Typical Problem

The following is an example of the type of analysis that can be made of a typical problem utilizing data from the market study.

The situation: A group of developers have a site physically suited to the development of a vacation type ski complex. The site is very distant from any population center. They wish to borrow money to finance the project. The question to be answered - "Can we expect a reasonable income from facility usage by vacation skiers?" The answer depends upon several factors.

1) The physical layout of the potential ski area. Will it attract vacation skiers?

2) The availability of supporting facilities. Lodging, entertainment, etc. Will they attract vacation skiers? How necessary is public transportation?

3) The competition. How much vacation capacity exists? How well suited are these sites to demands of vacation skiers?

4) The increase in both demand and capacity. How many new skiers are taking vacations? How fast is the sport adding new skiers? How fast is the sport adding attractive vacation capacity?

Data from the study can be used to help determine a reasonable answer to all questions.

1) The physical layout can be evaluated in the light of information concerning vacation skiers, their habits and preferences.

2) The need for supporting facilities can again be measured from information on the makeup, habits, and preferences of vacation skiers.

3) A quantitative analysis of competition and demand can be made both for overall Northeast North America and in the specific region. Data in Table I combined with demand as assessed in Section V "Quantitative Analysis" is applicable to these questions.

4) A projection of demand can be made utilizing data in Section III B & C. Other sources must be utilized to assess the probable increase in capacity.

In addition, data from "The Skier Market - Northeast North America" can be combined with existing socio-economic market data for various locations to present a more thorough projection.

Supplementary References

Other market data concerning this and other skier markets can be found in the following reprints, pamphlets and publications.

National Recreation Survey, ORRC Study Report #19, Outdoor Recreation Resources Review Commission, Washington D.C. 1962

"The Ski Lift Business in New England", by Jan W. Sissener, Federal Reserve Bank of Boston, Research Report #11, 1960.

"Economic Significance of Skiing in Wisconsin". Part of the Wisconsin Recreation Research Reports by the University of Wisconsin.

"National Ski Census, February 11, 1962." Report to the President of the United States Ski Association, The Broadmoor, Colorado Springs, Colorado.

"SKI" Magazine's Readership surveys 1950; 1954; 1956; 1958; 1959; 1961; 1962. Conducted by Kenneth R. Davis, Marketing Consultant, Amos Tuck School of Business Administration, Dartmouth College; Universal Distributing and Publishing Corp., 800 Second Avenue, New York 17, New York.

Ski Industries of America Annual Market Survey's 1961; 1962; 1963
SIA, 444 Madison Avenue, New York 22, New York.

"Special Summary - Capacity of Major Ski Lifts in New England and Eastern America, Winter 1960-61" New Hampshire State Department of Resources and Economic Development, Concord, N. H.

"Consumer Preference in Ski Areas" Farwell, Estes, Hayes, McCullough, 1961; a privately circulating report.

"Schussing Along with the Ski Craze" Sales Management February 17, 1961.

"Standards for the Industry" by John Henry Auran. Ski Business, Spring 1962.

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